

03 - 04 OCTOBER 2017
SINGAPORE

Writing Headlines for Digital and Mobile Media

INTRODUCTION

Every journalist and editor knows that headlines are critical in determining how many people will read a piece online, and how long they will continue to engage with it. In the social media era, it is vital to establish good principles and practices for headline writing – practices that recognise the importance of adaptation across platforms and devices.

The phenomenon of ‘clickbait’ has also taught us that misleading headlines, or headlines that fail to deliver on a promise risk driving away audiences and erode trust in our brands. How do we craft a headline that ensures maximum impact while respecting our audiences and avoiding the kind of sensationalism that drives our readers to ‘unlike’, ‘unfollow’, or ‘pile on’?

This two-day course will explain what makes a good headline for the various digital media platforms, how to craft it to be clickable, readable and engaging on any size screen the readers chooses. Participants will learn about the common pitfalls to avoid, along with practical tips drawing on successful case studies.

It will also consider the different approaches required across platforms: What does a best practice ‘call to action’ look like on Facebook? How can you ‘pack a punch’ in 140 characters on Twitter? And how many hashtags should you jam into an Instagram headline? Additionally, you will learn about role of Search Engine Optimisation (SEO) and the differences between a social headline and an SEO headline.

You will get hands on experience in this course, crafting headlines for a range of content across platforms inspired by international best practice examples.

COURSE OUTLINE

- * Define the key ingredients of an appealing digital headline.
- * Understand the different approaches required for social headlines across multiple platforms.
- * Analyze key principles of SEO headline writing.
- * Examine the risks and pitfalls of ‘clickbaiting’.
- * Principles of writing headlines for adaptive sites.
- * High impact headline writing skills.
- * Secrets of crafting headlines for a range of platforms and content formats.
- * and more



TRAINER: JULIE POSETTI, HEAD OF DIGITAL EDITORIAL CAPABILITY, FAIRFAX MEDIA

Julie Posetti is an award-winning Australian journalist and academic. Until September 2017, she was Head of Digital Editorial Capability at Fairfax Media in Australia. A former editor, presenter and political reporter with the Australian Broadcasting Corporation (ABC), Posetti was based in Paris as Research Fellow and Editor with the World Editors Forum and the World Association of Newspapers and News Publishers in 2014/2015. Previously an Assistant Professor and Lecturer in Journalism at two Australian universities, she is currently a Journalism Fellow at the University of Wollongong where she is completing her PhD. Posetti has consulted widely to media organisations on the digital transformation of journalism, and delivered extensive social media training. Ms Posetti is the author of a major UNESCO study covering 121 countries, entitled Protecting Journalism Sources in the Digital Age.

TRAINING VENUE

Singapore Press Holdings Ltd
1000 Toa Payoh North, News Center
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HOTEL ACCOMMODATION

Ramada and Days Hotels Singapore at ZhongShan Park
18 Ah Hood Road, Singapore 329883

www.ramada-dayshotelssingapore.com
www.wyndhamhotelgroup.com



SCHEDULE

Daily: 09:00 – 18:00 hrs

STANDARD FEE

SGD 800
Fee incl. training materials, coffee breaks & lunch

REGISTER ONLINE

www.wan-ifra.org/headline_workshop

FOR MORE INFORMATION

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SKILLSFUTURE SINGAPORE

SkillsFuture Singapore (SSG) provides funding (SDF, absentee payroll, etc.) to encourage employers to upskill their employees.

Interested participants who are Singaporeans and Singapore Permanent Residents will be eligible to apply for a subsidy.

For more information, visit SSG at: www.skillsconnect.gov.sg

MALAYSIA HRDF

Malaysia registered companies can receive financial assistance to cover training cost incurred from HRDF.

Company can claim the course fee as charge per trainee and other expenses such travel allowances and airfare.

Please check with HRDF for your organisation eligibility/exact claimable amount.

Important Note: Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

Cancellation and Replacement: Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training.