

Short-Form Video Production for Social Media

Course Overview:

This short skills course is tailored for social media managers seeking to master the art of creating engaging short-form videos for various platforms. Participants will learn essential techniques for conceptualizing, shooting, editing, and optimizing short videos to maximize audience engagement and drive results on social media.

Course Duration: 3 weeks (1 module per week)

Week 1: Understanding Short-Form Video Content

- Exploring the impact and significance of short-form video content on social media platforms
- Analysing successful short-form video examples across different platforms
- Identifying target audiences and defining content goals for short-form videos
- Overview of popular short-form video formats

Week 2: Creating Compelling Short-Form Video Content

- Developing creative ideas and concepts for short-form videos that align with brand identity and messaging
- Planning video content, including scripting, storyboarding, and shot-listing
- Techniques for capturing attention quickly and maintaining engagement in short videos

Week 3: Shooting and Editing Short-Form Videos

- Tips for shooting high-quality videos using smartphones or entry-level cameras
- Understanding lighting, framing, and composition for impactful short-form videos
- Introduction to video editing software and basic editing techniques
- Adding text, music, effects, and transitions to enhance visual appeal and storytelling

Course Format:

- Weekly Instructor-led training sessions (One day per week)
- Hands-on exercises and assignments to apply learned skills
- Discussions for sharing experiences and seeking feedback

Assessment and Certification

- Participants will be assessed through practical exercises and a final project to demonstrate their understanding and application of the concepts covered in the course.
- Upon successful completion of the training, participants will receive a certificate of completion.



Conclusion

By the end of this course, social media managers will have the knowledge and skills to create captivating short-form videos that resonate with their target audience, drive engagement, and contribute to the success of their social media campaigns.

