

## **Social Media 106**

### **Video Production for Social Media**

This course is designed to provide you with the knowledge of how to produce a credible YouTube video for your organisation or your business. Created by professionals with experience in producing budget-savvy videos for their organisations, you'll gain practical experience and insights from a news media cameraman, a corporate public affairs officer and a business owner who just "gave it a go".

You'll be writing short scripts, pointing the camera, learning about key production values such as lighting, sound and editing and how to obtain the best outcome on a tight budget. By the end of the day, we'll have you uploading your own YouTube video to demonstrate just how much you've picked up. And, if you need to engage a video professional later on, you'll be able to talk their language.

Topics include:

- identifying good and bad video production values (and avoid shoddy production values that will make your video look cheap)
- tips about your budget, equipment, talent, lighting, sound and editing and more
- navigating the corporate / government approval process.
- technical knowledge such as how to physically upload a video to YouTube.
- and, importantly, plenty of workshop time to practice with the equipment on the day.

**To book →**

**Send completed form to Fax: 02 6295 7066**

