

# SOCIAL MEDIA CONTENT PRODUCTION



## Overview

Join our intensive 7-day Social Media Content Production Workshop designed to enhance your skills in creating engaging and impactful content for various social media platforms. Whether you're a beginner or looking to refine your skills, this workshop will provide you with the tools and knowledge you need to succeed.

**Duration:** 7 days

**Daily Commitment:** 3 hours

**Total Fee:** INR 7000/-

## Workshop Schedule

### Day 1: Introduction to Social Media Platforms

- Understanding the landscape of social media
- Key differences between platforms
- Identifying your target audience

### Day 2: Crafting Your Brand Voice

- Developing a unique and authentic brand voice
- Consistency across different platforms
- Engaging with your audience

### Day 3: Visual Content Creation

- Basics of graphic design for social media
- Tools and software for creating stunning visuals
- Importance of visual storytelling

### Day 4: Writing Compelling Captions

- Techniques for writing eye-catching headlines
- Crafting messages that resonate
- Utilizing hashtags effectively

## Day 5: Video Content Production

- Introduction to video content creation
- Tips for shooting and editing social media videos
- Best practices for live videos

## Day 6: Analytics and Performance Tracking

- Understanding social media metrics
- Tools for measuring content performance
- Adapting strategies based on insights

## Day 7: Developing a Content Strategy

- Creating a content calendar
- Aligning content with business goals
- Staying up-to-date with trends

## Workshop Benefits

- **Interactive Sessions:** Engage in hands-on activities and real-time feedback.
- **Expert Guidance:** Learn from industry experts with years of experience in social media marketing.
- **Networking Opportunities:** Connect with like-minded individuals and potential collaborators.
- **Certification:** Receive a certificate of completion to showcase your new skills.

## Registration

To register for the workshop, please email us at [info@sbc.ac.in](mailto:info@sbc.ac.in) or call us at **+91-9702350605**. Limited seats are available, so secure your spot today!

\* All details are subject to change as per faculty discretion without prior notice.