

Saturday Workshop - Creating video content for Social Media

Laura Jenkins and IHWO Marketing Team

9.00 – 12.00, Saturday 5th May

More than **75%** of people watch videos online every week; **55%** watch every day
(Source: eCity Interactive)

53% of young adults aged 18–29 are using Instagram
(Source: Pew Research Centre).

Storytelling has always been an important part of marketing, so it really is no surprise that a current trend is storytelling through social media channels.

If you aren't producing Instagram Stories – you should be!

The good news is that the content for these stories can be produced within your school. As can a lot of other video content that you can share in other forms.

This will be a highly interactive and practical session aimed at school owners who don't have large budgets or digital marketing experts in house.

We will look at what can be achieved with a mobile phone, talk about useful apps and software that you can have in school and practice by creating content to be shared from the IH Sofia conference. We will also share ideas for how you can get your students to produce content for you.

The aim is that you can go back to your school and pass on these skills and ideas to someone keen on your team!

