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TRAINING CURRICULUM 2018

Online content production: from blogging to the big time

This course in online content production offers a flexible set of modules aimed primarily at content editors on news websites. There are some modules that are suitable for members of the public, or that would work for people in government, NGOs or corporates. Courses can be tailored to meet individual needs. Modules or elements of modules can be fleshed out into full, standalone workshops.

MODULE ONE: BLOGGING (or how to make a small website)

Suitable for:

- Anyone who wants a blog or small website
- Small businesses which need a simple web presence
- Junior content producers who will benefit from the basic principles outlined here

Module includes:

- Platforms to use for blogging (Wordpress/Facebook page/others on request)
- How to make a post (including basic legal knowledge and ethics)
- How to source and include pictures (including basic copyright knowledge)
- Using Google Photos as a repository for your pictures
- How to generate ideas for blog posts
- Using social media to promote your blog

MODULE TWO: CONTENT PRODUCTION

Suitable for:

Sub-editors and content producers on news websites; anyone who has to produce content for a website; people who maintain government or corporate websites

Module includes:

Editing

Introduction to grammar and spelling; accuracy and fact-checking; logic and flow; balance and fairness; ethics and legal issues; subbing routine; cobbling a story; house style

Pictures

Sourcing pictures; copyright; embedding pictures in stories; writing captions

Code

Hyperlinks; embedding social media elements; basic formatting (all in HTML)

Headlines and blurbs

Accuracy; traffic generation without clickbait; how to develop a “voice”

General online issues

Speed vs perfection; formatting stories for online so they are easy to read; related articles

Multimedia:

How to find video or audio; how to embed video or audio in a story

Content generation

Writing accurate and properly referenced articles from social media and online sources

Copytasting

How to spot a good story; how to use social media as a copytasting tool

For print sub-editors specifically

Cutting a story to length; basic page layout principles

MODULE THREE: PRODUCTION MANAGEMENT

Suitable for:

Online chief sub-editors; online news editors; online content team managers; anyone who runs a big website for a corporation or government department; anyone who deals with development and design people

Module includes:

Internet/technical jargon – what does it all mean?

Introduction to website structure and navigation

General introduction to SEO

Investigate website styles

Understanding of kinds of code, and basic HTML training (and where to learn coding)

What is data visualisation?

How to set up and manage a production workflow

Email newsletters – how to set them up, what to put in them, when to send them, how to promote them

Content management systems – what are they, general principles in using them, how to find a good one for your website

How to test a website or a CMS

General management techniques

Basic project management