



A Project of the Leadership Institute

Student Journalism Training Series: Digital Success

Address: Online Only

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Day 1: Creating and Distributing Engaging Online Content

You're passionate about journalism and you're looking to take your work to the next level. How do you navigate *all* of the online platforms and use them to their full potential? And what does it really take for content to go viral?

In this training, we'll cover:

- Why social media matters for journalists
- Platform-specific tips (Twitter, Instagram, and YouTube)
- iPhone Activism
- Brainstorming newsworthy ideas
- Best practices for viral content

Day 2: Building and Growing an Online Following

Your content is solid, but the Internet can be a big, scary place...and it's easy to get lost in a sea of voices! So how do you as a student journalist navigate social media platforms to give your work the attention it deserves? And where do you even start?

In this lecture, we'll cover:

- Defining your personal brand
- How to maximize attention to your articles
- Interacting with your following
- Getting published, paid, and perhaps national media attention with *Campus Reform*

Day 3: Career Conscious Media

You're producing high-quality content, you have a growing following, but now you have to maintain it. How do you post in a career conscious way? Pretty soon, you're looking to land the internship or job of your dreams. How do you set yourself up for success online before sending in an application?

In this training, we'll cover:

- Maintaining an online reputation
- Red flags that will prevent you from getting hired
- Caring and feeding of sources/email etiquette
- Online best practices that best represent you and your affiliations