

VIRAL CONTENT CREATION

Get started with the basics of popular social media platforms like TikTok, Instagram and Facebook.

Ever wondered why some things become popular and others don't? Learn the techniques to spice up your content marketing efforts with organic content that people like to see and share. Who knows, you might become the next internet sensation!

Workshop Info

- 14 Hours Physical Classroom Learning
- 2 Hours E-Learning
- 0.75 Hours Assessment
- SkillsFuture Funding
- This workshop consists of 1 module:
 - Content Strategy for Brand Building

TGS-2019503315 - Eligibility Period: 30/11/19 to 29/11/23



SCAN TO ENQUIRE

Workshop Fees

90% Funding

\$142.38

Singaporeans aged 40 above
or
Small Medium Enterprise

\$15/hr Funding

\$644.88

Singaporeans aged
21-39yrs old / PRs

Full Workshop Fee

\$896.13

All prices quoted is inclusive
of GST

Social Media Platforms

- Explore content distribution channels
- TikTok
- Instagram
- Facebook

What Will You Learn?

Content Strategy

- Developing your audience persona
- Keyword & Topic Research
- Competitor Analysis
- PESTLE Framework
- Von Restorff Effect

Content Creation

- Mobile apps for creating content
- Hashtag strategy
- Content storyboarding
- Policies and guidelines across social media platforms



What to expect?

- Understand and analyse the science behind content that goes viral
- Develop a content calendar and system
- Track and measure the results of your content creation

Workshop Outcome

At the end of this workshop, you will be able to implement your very own omnichannel content creation strategy. From TikTok, Instagram to Facebook, you will learn the techniques behind creating content for each platform.

Additional Info:

- Absentee Payroll : Claimable at \$7.50 per hour of training.
- All nett fees are claimable via : SkillsFuture Credit and PSEA funding.
- Learners are required to bring their own laptops for training. Rentals are available subject to availability.