CUHK-Thomson Reuters Foundation
Social Media and Digital Journalism Training Programme

April 15th-19th, 2013

Trainer: Matt Walsh

MONDAY	MODULES
0930	Welcome, objectives, agenda for the course + icebreakers
1045	Break
1100	What is social media and how is it changing journalism?
1300	Lunch
1400	Introduction to Twitter – getting set-up, how to use social media for newsgathering, why Twitter clients based on APIs are vital for digital journalists (especially Tweetdeck and Trendsmap).
1545	Break
1600	Introduction to live-blogging – Introduction to Scribblelive + choosing an event to cover on Thursday
1700	Review of the day + Q&A
1730	Ends

TUESDAY	MODULES
0930	Welcome to day two
1000	Curation – what is it and how does it work?
1100	Break
1115	Creating a Storify
1300	Lunch
1400	Writing in fewer than 140 characters
1500	Break
1515	Editing multimedia content – essential tools and how to upload and embed it
1700	Review of the day and Q&A
1730	Ends

WEDNESDAY	MODULES
0930	Introduction to day 3
1000	Ethics, sourcing and best practice
1115	Break
1130	Hoaxs and how to avoid them
1300	Lunch
1400	Blogging – composition exercises
1515	Break
1530	Preparing for live blogging
1700	Review of the day and Q&A
1730	Ends

THURSDAY	MODULES
0930	Introduction to day 4
1000	Live blogging event
1300	Lunch
1400	Live blogging event
1700	Review of the day + Q&A
1730	Ends

FRIDAY	MODULES
0930	Introduction to day 5
1000	Reviewing the live blog – successes and failures
1115	Break
1130	Remedial exercises
1300	Lunch
1400	Building an audience
1500	Break
1515	Keeping a community engaged
1630	Assessment and certificates
1700	Ends