

Schedule

Day 1 - social media focus

Time	Activity	Description
09.30	Introduction and Welcome	A welcome to the course and an ice-breaking session so that you can get to know your fellow course mates. Overview of the course & objectives.
10.00	Business deep-dive	Social media content works in line with your business goals. For our first task, we work through a business deep-dive questionnaire.
11.15	Social Media – making the most of your content.	We can create the sharpest content, but what happens if we don't know how to use social media? We take you through our top tips, simplify social media and make it feel digestible. From social media strategies to trend researching.
12.15	Social Media Strategy	We take you through our exact framework that Sophie Simpson creates for her clients, that makes social media feel easy. For your business & for your personal brand.
13:00	Lunch	
13:45	Film Foundations	Everything from a key equipment list (don't worry this isn't going to run into £000s), to planning, scripting, storyboarding and some of the basics of film language.
14.45	Filming techniques, from lighting, sound to the basic shots and angles	We'll show you all the things you should know about from lighting and sound to camera angles and key shots. Knowing the basics will make a huge difference to the filmed content you create.
16:15	Planning your shoot	Having absorbed some of the techniques, it's now your turn to plan what you might shoot tomorrow. We'd like you to do this in pairs and to ensure that you're all ready for tomorrow's live shoot.
17:30	Review and homework	We'll review the day, and then we'd like you to go away and research what other people in your industry are doing. What patterns do you notice?

Day 2 - filming focus

Time	Activity	Description
09.30	Day 1 review	After coffee, we'll go over some key points from Day 1, so it's fresh in your memory.
10.00	Editing – key considerations	There's a saying that great content is made in the edit. This is not an editing course to really level up your skills, but we will talk through some key considerations, easy to use packages and a checklist of vital apps. Our aim is to save you time, make the most of your content and make it sharp.
11.30	Your shoot	Working in pairs, you'll have a couple of hours to shoot the content plan that you created the day before. We'd like you to do this in pairs so each has an hour to go through the scene and assist the other in their shoot. There will be a sneaky challenge here...
13.30	Lunch	
14:00	Edit	We'll review some of your content, we'll point out how you might approach editing them & you can spend some time editing your content so it's ready to post!
16:00	Review	For the final part of the course we ask you to share your favourite piece of content with us, so we can provide feedback and inspire everybody else!
17:00	Handouts and certificates	