

COURSES OUTLINE – Kristian Strøbech, NJC

1. Finding (and monitoring) stories, sources and breaking news in social media and video storytelling. 2 days

April 21-22, 2018, location: Bláðamannafélag Íslands, Síðumúla 23, 108 Rvík.

Participants: 16-20, free of charge

In this course the participants will learn to quickly locate sources and eye witnesses in social media, primarily Twitter and Facebook. Other elements:

- Learning how use Facebook search, expert level.
- Smart monitoring of keywords and topics on Facebook.
- Monitoring real-time search streams in Facebook.
- Learning how use Twitter search, expert level.
- Smart monitoring of keywords, hashtags, topics and profiles on Twitter.
- Geo-location searching in social media (Facebook, Twitter and Instagram).
- Setting up dashboards for monitoring news and personal interest topics in social media.

On the second day will be a 2-3 hour workshop focusing on reaching new audiences on Facebook with strong video storytelling and new video formats. Kristian Strøbech presents case examples, data insights, workflow and design advice from a recent successful innovation project with Danish regional TV-broadcaster TV2 Østjylland. Q&A as we go along.

About Kristian Strøbech

Kristian Strøbech is an independent consultant and educator who mainly works with media companies. Over the years Kristian has trained more than 1000 journalists and journalism students in various digital media skills - in Denmark and other European countries. Kristian is a journalist by profession and is a former associate professor and head of new media at The Danish School of Media and Journalism (where he currently serves as external lecturer). His prime area of expertise is digital media innovation, social media strategy as well as advanced practical social media skills. Recently, he has implemented a social media skills programme for 200 regional journalists at the Danish National Broadcaster, DR.