

Digital Storytelling for Social Media

COURSE OVERVIEW

This comprehensive course offers a description of how to craft compelling narratives that engage, inspire, and influence audiences across digital platforms. It covers storytelling frameworks, audience analysis, platform-specific content strategies, creative use of multimedia, and metrics for measuring engagement and reach. Participants will gain practical skills in combining visuals, text, video, and audio to create impactful stories tailored for platforms like Instagram, TikTok, Facebook, LinkedIn, and YouTube. By blending theory with real-world case studies and hands-on projects, delegates will further learn how to transform brand messages and personal ideas into powerful social media stories that drive community growth and digital impact.

WHO SHOULD ATTEND?

This course is designed for content creators, social media managers, marketing professionals, business owners, entrepreneurs, influencers, and educators who want to enhance their ability to communicate effectively online and build authentic connections with their audiences through storytelling.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the principles of digital storytelling and narrative design.
- Create engaging content that resonates with diverse online audiences.
- Adapt stories to suit different social media platforms and formats.
- Use visuals, video, and audio to enhance storytelling impact.
- Apply storytelling strategies to strengthen brand identity and community building.
- Measure and analyze content performance using social media metrics.
- Incorporate ethical and responsible storytelling practices online.
- Design campaigns that integrate storytelling for marketing and advocacy goals.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Foundations of storytelling frameworks and narrative structures.
- Practical experience with multimedia tools for content creation.
- Platform-specific strategies for Instagram, TikTok, YouTube, Facebook, and LinkedIn.
- Practical guidance on audience targeting and engagement tactics.
- Techniques for measuring impact through analytics and insights.
- Exploration of ethical, inclusive, and authentic storytelling practices.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded