Garnet
Garnet Global Training Center

GGT-MD-103

Media, Journalism & Digital Content

Video Production for Social Media

إنتاج الفيديو لوسائل التواصل

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Video Production for Social Media turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Programs for newsrooms, communication teams and content creators. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Video Production for Social Media to real tasks.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Video Production for Social Media: principles and standards

- On-camera skills
- Regional and international case studies

Day 2 Methods and tools in practice

- Storytelling and structure
- Writing for media

Day 3 Diagnosis and problem solving

- Visual and video content
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Media ethics and law
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Audience analytics
- Measurement and reporting

10-day outline

Day 1 Video Production for Social Media: principles and standards

- On-camera skills
- Regional and international case studies

Day 2 Methods and tools in practice

- Storytelling and structure
- Writing for media

Day 3 Diagnosis and problem solving

- Visual and video content
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Media ethics and law
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Audience analytics
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
4–8 Apr 2027	5-day classroom	Muscat	English	4,750
3–7 May 2027	5-day online	Live online	English	2,950
5–16 Jul 2027	10-day classroom	Casablanca	English	8,950
19–23 Dec 2027	5-day classroom	Kuwait City	English	4,750
12–16 Mar 2028	5-day classroom	Amman	English	4,750
1–12 May 2028	10-day classroom	London	English	8,950
18–29 Sep 2028	10-day online	Live online	English	5,450
17–21 Dec 2028	5-day classroom	Riyadh	Arabic	4,750
15–26 Jan 2029	10-day classroom	Amsterdam	English	8,950

Dates	Format	City	Language	Fee (USD)
11–15 Jun 2029	5-day classroom	Abu Dhabi	Arabic	4,750
9–13 Jul 2029	5-day online	Live online	English	2,950
1–5 Oct 2029	5-day classroom	Dubai	English	4,750
13–24 May 2030	10-day online	Live online	Arabic	5,450
17–28 Jun 2030	10-day classroom	Kuala Lumpur	English	8,950
7–11 Jul 2030	5-day classroom	Kuwait City	Arabic	4,750
11–15 Nov 2030	5-day classroom	London	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/