



CONTENT CREATION FOR SOCIAL MEDIA

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

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SUMMER STUDIOS



CONTENT CREATION FOR SOCIAL MEDIA

The Content Creation for Social Media course focuses on teaching students how to create impactful and engaging content for platforms like Instagram, TikTok, Amazon, YouTube Shorts, and Facebook. This program covers all aspects of content creation, including understanding the consumer and the brand, scripting, storytelling, and structuring video timelines. Students will learn how to shoot and edit photos and videos, develop a media kit, and apply best practices to produce effective and eye-catching content for commercial use.

LEARNING OUTCOMES

- Understand how user-generated content adds value to a brand and drives its success.
- Create user-generated content tailored for platforms like Instagram, TikTok, Amazon, YouTube Shorts, and Facebook.
- Understand how to align content with a brand's identity and target audience.
- Develop scripting and storytelling skills to craft engaging visual narratives.
- Learn to shoot and edit photos and videos for social media campaigns.
- Gain expertise in structuring video timelines for maximum impact.
- Master best practices for creating attention-grabbing content.
- Build a comprehensive media kit to showcase content creation abilities.
- Produce a portfolio of platform-specific content ready for commercial use.

PROGRAM DETAILS

CLASS START: JULY 6TH

DOMESTIC STUDENT PRICE: \$3,750 USD

INTERNATIONAL STUDENT PRICE: \$4,600 USD

EARLY BIRD DISCOUNT (PAYMENT COMPLETED BY MARCH 31ST): \$500

HOW TO APPLY: [IMMIAMI.COM/APPLY](https://immiami.com/apply)

ADMISSIONS REQUIREMENTS

- APPLICATION
- ID
- RESUME