

Master the rules of multimedia writing



COM-34 2 Days (14 Hours)

Description

This practical course will allow you to discover the specificities of writing for different media. You will learn to adapt your messages according to the objectives and target audiences, while ensuring overall editorial coherence.

Who is this training for ?

For whom

Responsible and responsible for external and/or internal communication, editors and collaborators of communication services.

Prerequisites

Regular practice of writing communication materials.

Training objectives

- Understand the specificities of a multimedia communication strategy.
- Design content that is consistent between media.
- Master the practice of writing specific to each media

Training program

Penser une stratégie de communication plurimédia

- Understand the changes in communication.
- Identify the new behaviors of audiences: interactivity, nomadism, immediacy...
- Draw an overview of the different media: sites Web, blogs, networks, newsletters, radio, video...
- Link media, messages and targets.
- Define multimedia communication objectives.

Piloter un dispositif plurimédia

- Identify synergies between media.
- Manage editorial consistency between different media.
- Highlight information depending on the media.

Appliquer les règles de base de l'écriture journalistique

- -Identify the essential message.
- Apply the 5W rule.
- Prioritize information, develop standard plans and style texts .
- Spelling and punctuation rules not to be neglected.

Ecrire pour accroître sa visibilité

- Know the specificities of reading on screen.
- Distinguish between natural referencing and paid referencing.
- Writing to be seen on the Web: SEO rules.
- Take into account the 4 multimedia components of information: text, image, video and sound.
- Know the keys to viral marketing.

Ecrire pour être lu ou entendu en fonction de chaque média

- Smartphones: free yourself from the constraints of mobility and enhance your content.
- Website or tablet: be attractive and enrich the text with multimedia content.
- Video: work on the rhythm of publications.
- Twitter: find the right tone.
- Facebook: find a publication dynamic and know how to manage comments.
- Newsletter and emailing: optimize titles and hooks...
- Radio: choose your vocabulary and hooks.