

How to Create Great Content Online

Digital skills

Week 1: What does online content mean to you?

Welcome

- Welcome to the course
- Introduce yourself
- What does content mean to you?

What is the purpose of your content?

- The message behind the medium
- The power behind your content
- Ask the expert: what messages inform your content?

Language and tone in online communication

- What is tone?
- Reflecting on examples of tone
- Making content more readable and relatable
- Rewriting content
- Rewriting content: a few examples

Matching your content and message with the context

- Task: bringing it all together
- Creating your content

Summary

- Preparing for next week
- Glossary

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Week 2: Communicating online

Welcome to Week 2

- Welcome to Week 2

Choosing your content format

- What content will work for your audience?
- How long do you spend reading things online?
- What do you need to consider when choosing your content media?
- Choosing the right platform and format for your content

Online content via video, images and audio

- What media is most popular?
- Give it a go!
- Using images and photo content

Developing your own content

- Designing your own content plan
- How do you create your online content plan?
- Case studies
- Reflect on your online content plan

Summary

- Sharing your success
- Test your understanding
- Next steps