

Social Media Content



Workshop Detail

Learn the art of visual storytelling and copywriting to create narratives into click-worthy content for social media.

—backed by the same strategies that fuel RICE’s most impactful stories.

Funding Support Available

UP TO
70%
SkillsFuture
Subsidies

SFC
Eligible

PSEA
Deductible

Course Duration:
24 Hours (3 Days)

Curriculum Outline



Social Media Content

1. Storytelling & Content Strategy

- Crafting compelling narratives and storylines
- Rice Media's 6 tenets of storytelling
- Generating ideas from trends and cultural cues
- Crafting credible and authentic stories for a digital audience
- Copywriting techniques for social media (hooks, captions, and platform-specific writing)

2. Content Creation for Social Media

- Algorithm insights: Maximizing reach, engagement, and retention
- Identifying trends and crafting content that performs
- Rice Media's thought process for ideating across videos and publications
- Hands-on ideation and content planning exercises

3. Visual Storytelling & Video Production

- Storyboarding and conceptualization for short-form videos
- Videography essentials: Framing, composition, lighting, and sound
- Hands-on shooting session using smartphones and cameras

4. Video Editing Techniques

- Post-production techniques: Editing, color grading, and adding text/effects.
- Structuring content for clarity, impact, and engagement.
- Interactive review and feedback on participants' final projects.
- Closing reflections on content creation strategies and best practices.

Content Creation for Marketing TGS-2024041745 Funding Validity Period: 25 Jan 2024 - 22 Nov 2025	Full Course Fee (Before Subsidies)	Singaporeans 21 to 39 yrs old or PR SkillsFuture Funding (Baseline)	Singaporeans 40 yrs old & above SkillsFuture Mid-career Enhanced Subsidy	SME Sponsored SkillsFuture Enhanced Training Support for SMEs
Full Course Fee	\$1200.00	\$1200.00	\$1200.00	\$1200.00
SkillsFuture Funding	(\$0.00)	(\$600.00)	(\$840.00)	(\$840.00)
Total Nett Fee	\$1200.00	\$600.00	\$360.00	\$360.00
GST (9% Full Course Fee)	\$108.00	\$108.00	\$108.00	\$108.00
Total Payable Fee	\$1308.00	\$708.00	\$468.00	\$468.00

Terms and Conditions:

- For courses commencing on or after 1 Jan 2022, SkillsFuture course funding will be revised to a baseline of 50% subsidy, with an additional 20% subsidy (up to 70% subsidy) for eligible SMEs and Mid-career individuals (Singapore Citizens above 40 years old).
- Course fee subsidy is available for Singapore Citizens aged 21-39 years old or Singapore Permanent Residents 21 years old and above.
- Course fee subsidy is available for Singapore Citizens aged 40 years old and above.
- This course is conducted in a class-room based learning format.

Training Provider:

hustle.
INSTITUTE

UEN: 202001S24G

In Partnership With:

RICE

UEN: 201608775C