

hustle.

Duration: 24 Hours

Canva

SOCIAL MEDIA

workshop

For

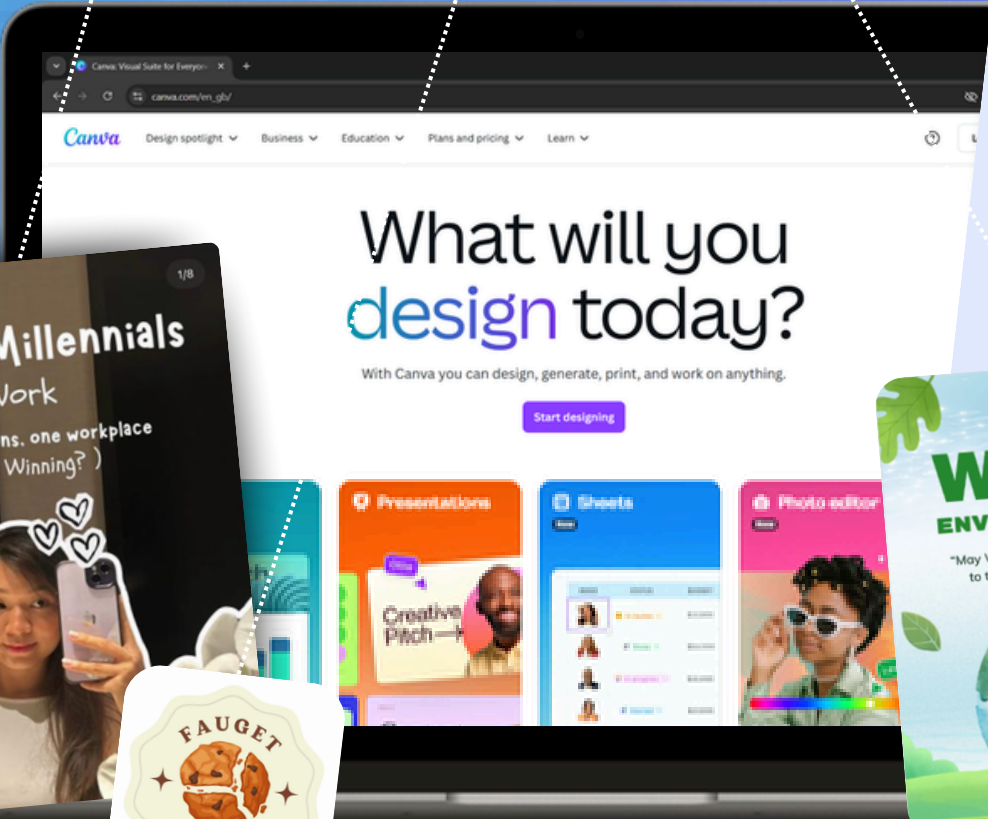


Ads / Brochure

Community Poll

Logo

Greeting post



Learn to design eye-catching visuals for social media and dive into the digital world of content creation!

Funding Support Available

Up to **70%** SkillsFuture Subsidies

SFC Eligible

PSEA Deductible

UTAP Claimable

WWW.HUSTLE.COM.SG

WORKSHOP OUTLINE



CONTENT CREATION IN SOCIAL MEDIA

Introduction to Social Media

- Social media fundamentals and landscape
- Understanding the different social media platforms
- Understanding the role of social media in digital marketing
- Emerging platforms and trends

Content Creation for Social Media with Canva

- Introduction to Canva
- Utilizing Canva's elements: Icons, Illustrations, Shapes and Images
- Understanding design principles for social media content
- Copywriting for social media content

Social Media Strategy and Planning

- Defining objectives for social media campaigns
- Engagement and community building
- Content calendar and scheduling

Analytics and Measurement

- Social Media Metrics and KPIs (e.g. Engagement, Reach etc.)
- Adjusting content based on analytics insights



Content Creation in Social Media TGS-2023020525 Funding validity period : 2 May 2023 - 1 May 2027	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	\$800.00	\$800.00	\$800.00	\$800.00
SkillsFuture Funding	(\$0.00)	(\$400.00)	(\$560.00)	(\$560.00)
Total Nett Fee	\$800.00	\$400.00	\$240.00	\$240.00
GST (9% x Full Course Fee)	\$72.00	\$72.00	\$72.00	\$72.00
Total Payable Fee	\$872.00	\$472.00	\$312.00	\$312.00

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.
- Course fees are SkillsFuture Credits Eligible.
- This course is conducted in a class-room based learning format.

Training Provider:

hustle.
ACADEMY

UEN: 53325019J