

NUS SCALE Youth Programme FUTURE SERIES

**Summer/Winter On-Campus Camp
for Aspiring Youth Age 15 - 18**



NUS SCALE Youth Programme Media Communication and Marketing

This youth programme will imbue students with knowledge on social media & public relations, public speaking and crisis communication.

Social Media & public relations has become a critical tool for 90% of all organizations today, whether in the private, public or NGO sector. Yet many brands still struggle to effectively utilize these platforms to engage their audience. Sometimes it is an issue of unrealistic expectations, poor targeting of audiences, or just a better engagement strategy. With so much invested, time, resources, and the critical need to maximize the utility and potential of social media, organizations need to ensure that they make the most of their social media presence.

Public speaking prepares participants to be effective and engaging speakers. It introduces participants to media theories of communication, audience and persona with particular emphasis on the practical aspects of researching, organizing and presenting speeches in a media-saturated context. It looks into adapting evidence, language, visual aids and other message components for strategic communication to designated media audiences. It emphasizes principles and methods of selected forms of public speaking for various purposes, audiences and contexts, and includes practice in delivering speeches, as well as responding to audience questions.

Crisis communication defends the organization facing a public challenge. With social media, global 24/7 news and a more engaged public, organizations find themselves having to deal with issues and crises in the public eye more than ever before. Managing these situations satisfactorily can mean the difference between survival of the brand. However too many organizations are still ill prepared, from the lack of a crisis communications plan to executives unsure what their roles are to having a clear idea who their various audience are and who is responsible for them. This Crisis Communication workshop is designed to equip any organization's communications/crisis team on what to expect, what to do, and how to prepare for that dreaded crisis.

Target Audience and Pre-Requisites

Who should attend?

Pre-University and high school students in Grade 10 - 12, with an interest in broadening their skills in media engagement

NUS SCALE Youth Programme FUTURE SERIES

Summer/Winter On-Campus Camp
for Aspiring Youth Age 15 - 18



Programme

Pre-requisites

Participants are expected to be able to read, write and communicate in English, as the programme will be conducted in English.

The minimum age requirement is 15 years old, at the start of the programme.

Lesson Overview

	Topics
Session 1	<p>Social Media Overview</p> <ul style="list-style-type: none"> - Social Media Landscapes - Social Media Listening and Analytics - Tutorial
Session 2	<p>Social Media and PR</p> <ul style="list-style-type: none"> - Impactful Social Media Content - Managing and Evaluation Social Media - Tutorial
Session 3	<p>Introduction to Crisis Communication</p> <ul style="list-style-type: none"> - Overview of Crisis Management - Principals of Crisis Management - Tutorial
Session 4	<p>Crisis Communication Plan</p> <ul style="list-style-type: none"> - Crisis Communication Strategies - Tactics - Tutorial
Session 5	<p>Final Projects Presentations: Create a strategic communication plan for MNC in crisis</p>