



# MAKERERE UNIVERSITY

Department of Journalism and Communication

## THE MULTIMEDIA PRODUCTION HUB

Funded By

**Makerere University Research and Information (RIF) Fund**

Harnessing Digital Media for Increased Uptake & Visibility of Makerere's Research & Innovations

**2020/2021**

### **CAPACITY BUILDING TRAINING & SUPPORT**

The Department of Journalism and Communication (DJC) is delighted to invite you to participate in multimedia production Zoom training sessions starting at 9am to 1pm as follows:

Monday, 01 February 2021	Social Media Training (Creation and Managing Multiple accounts)
Tuesday, 02 February 2021	Social Media Training (Analytics and Optimization)
Wednesday, 03 February 2021	Multimedia Production of Audio
Thursday, 04 February 2021	Multimedia Production of Photography and Video
Friday, 05 February 2021	Writing for Print Media (Press Releases and Articles)
Monday, 08 February 2021	Writing Policy Briefs
February 2021 – May 2021	Mentorship Sessions and Public Engagements
June 2021	Project Winding Up

The training materials & resources will be hosted on a MUELE course to be shared in due course.

**Target audience:** At least three members per RIF project

**Principal Investigator**

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