

A photograph of a school hallway with red lockers on both sides and orange pillars. The hallway is brightly lit with overhead fluorescent lights. A semi-transparent red overlay covers the middle of the image, containing white text.

Media for the 21st Century:

Helping Today's Media Students
Build a Brand



Goals for the Brand

Build a following
Disseminate Information



Goals for the Student

Showcase talents in all facets of production

Choose the Best Platform:



Benefits of Twitter For Media Students

- Quick Communication
- Allows photos
- Align with related accounts
- Link to other platforms
- Hashtags!



Benefits of Twitter For Target Audience

- Short entries
- Potentially attention-getting
- Encourages participation



Benefits of YouTube for Media Students

- Showcase for production
- Variety of productions
- Collaboration with other organizations



Benefits of YouTube for Target Audience

- More detailed information
- Can choose which content to watch





Additional Lessons

- Networking
- Importance of clear writing and production skills



Additional Lessons

- Public Speaking
- Planning appropriate and interesting content