

Digital Journalism Skills

With the rise of digital media, the need for digital journalism skills has become crucial. In this presentation, we'll explore the key skills you must have to succeed in the world of digital journalism.



What is Digital Journalism?



Definition

Digital journalism is the practice of producing and distributing news and information using digital platforms such as websites, social media and mobile applications.



Impact

Digital journalism has revolutionized the media industry, allowing people to access news and information at the click of a button, anytime and anywhere.



Future

The future of journalism is digital, and those who do not adapt risk being left behind.

Skills Needed for Digital Journalism

1. Writing and editing for the web

Writing and editing with web-specific considerations such as SEO, readability and mobile.

2. Multimedia storytelling

Creating engaging multimedia content such as videos, podcasts, slideshows and interactive graphics.

3. Data journalism and analysis

Extracting insights from data and using them to craft compelling stories.

4. Social media management

Managing and maintaining social media presence, creating and promoting content, and engaging with audience.

More Skills for Digital Journalists

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5. Audience engagement and analytics

Using analytics to track metrics and assess audience engagement, and adjusting content and strategy as needed.

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6. Mobile Journalism

The ability to shoot videos and photos, record audio, and create content on-the-go using mobile devices.

3

7. Virtual and Augmented Reality

The ability to create immersive experiences using virtual and augmented reality technologies.

Conclusion



Continuing Education

In today's fast-changing media landscape, it's essential for digital journalists to continuously learn and adapt to new technologies and trends.



Collaboration

Working collaboratively with cross-functional teams is key to creating engaging and impactful multimedia stories.