

DIGITAL MEDIA DAYS 2018

DATE

8 March 2018

INTERACTIVE PARALLEL SESSION

ROOM C: CINEMA

AGENDA

Thursday 8 March (afternoon only)

14:15 MEDIA LITERACY FOR AN ENLIGHTENED SOCIETY

Ambitious approaches by EBU Members to educate the public with skills to think critically about social media content and misinformation.

Moderators: Julien Pain, Anne-Marie Lupu-Morel

Kreeta-Maria Kivioja, Journalist, Yle News Class

- Yle News Class & the Fake News Project

Petr Kopecký, Senior editor, Czech TV, Zprávičky

- Media literacy skills training for children

Mike Wendling, Editor, BBC Trending

- BBC's Real News Initiative

Julien Pain, Editor in Chief of Modules, FranceInfo

- Instant Detox - Taking the Fight Against Fake News to the Street

Davide Di Stadio, Creative & Content Production manager, Digital Inclusion Unit, RAI

- Rai – The Digital Inclusion Project

Prof. PhD Jan Jiráček, Media, Charles University & Metropolitan University Prague

- Media Literacy in the Czech Republic

15:30 CROWDTANGLE: LEARN HOW TO FIND GREAT STORIES ON SOCIAL

CrowdTangle helps publishers identify great local stories before they go viral, measure their social accounts' performance, and identify influencers to engage with. It's used by newspapers, television stations and digital media outlets all over the world. In this introductory workshop you will get an overview of how to empower your newsroom with this tool: through news alerts, searches, dashboards and more.

James Morgan, CrowdTangle Strategic Manager, EMEA

16:00 NETWORKING BREAK in the studio

16:30 USE FACEBOOK LIVE LIKE A PRO

Grow your audience with engaging and professional Facebook Live streams. Learn how to give your streams quality production values using equipment as simple as smartphones and tablets. Understand why live streaming is so powerful and which strategies will get you the best results.

Karla Geci, Head of Media Partners Programs, Facebook EMEA

Mark Egan, Mobile Journalism Trainer and Consultant, Purple Bridge Media

18:05 END OF SESSION

Participants to join the Studio for the wrap up session.