# Training Course on Digital Storytelling and Media Literacy Leadership

Professional Development Training Course Outline

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| **Category** | Educational Leadership and Management | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

In today’s digital-first world, digital storytelling and media literacy leadership are essential for educators, community leaders, and digital communicators. Training Course on Digital Storytelling and Media Literacy Leadership equips participants with cutting-edge tools and strategies to master the art of narrative through multimedia while critically evaluating media sources and messages. By combining creative communication techniques, digital media production, and critical thinking, participants will be empowered to lead media literacy initiatives across educational, corporate, and social platforms.

This course is designed to foster 21st-century leadership skills, enhance visual literacy, and cultivate digital citizenship. Through immersive, hands-on learning experiences, learners will explore how storytelling can drive engagement, advocacy, education, and cultural transformation. The training also emphasizes inclusive media practices, ethical content creation, and strategic storytelling—crucial for influencing public discourse and promoting positive change in both local and global communities.

## Programme Curriculum

**Training Course on Digital Storytelling and Media Literacy Leadership**

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**Course Objectives**

1. Understand the fundamentals of digital storytelling for modern media environments.
2. Analyze media texts using critical thinking and visual literacy strategies.
3. Apply AI-powered tools for storytelling enhancement and distribution.
4. Create inclusive, authentic, and impact-driven narratives.
5. Lead media literacy initiatives in education or organizational settings.
6. Evaluate the credibility of information using fact-checking frameworks.
7. Design and present interactive multimedia stories across platforms.
8. Develop strategies to combat misinformation and fake news.
9. Explore the ethical implications of user-generated content and online sharing.
10. Engage diverse audiences through culturally responsive storytelling.
11. Build personal or institutional brand identity through storytelling.
12. Use data visualization to support narrative development.
13. Implement strategies to foster digital equity and responsible media use.

**Target Audiences**

1. K–12 Educators and Curriculum Designers
2. Higher Education Faculty and Administrators
3. Corporate Communication and Marketing Leaders
4. Nonprofit Advocacy and Campaign Strategists
5. Journalists and Content Creators
6. Public Relations and Media Consultants
7. Youth Mentors and Media Trainers
8. Government Communication Officers

**Course Duration:** 5 days

**Course Modules**

**Module 1: Foundations of Digital Storytelling**

- History and evolution of storytelling
- Elements of effective digital narratives
- Role of emotion and authenticity
- Medium selection: video, audio, blogs, AR/VR
- Overview of multimedia production tools
- **Case Study:** How Humans of New York transformed personal stories into a global movement

**Module 2: Media Literacy for Leaders**

- Defining media literacy in the digital age
- Critical analysis of media content
- Spotting bias, propaganda, and misinformation
- Teaching others how to evaluate media
- Leadership frameworks for media education
- **Case Study:** Finland’s national media literacy strategy in schools

**Module 3: Strategic Storytelling for Social Impact**

- Narrative framing for advocacy and awareness
- Crafting call-to-action messaging
- Leveraging storytelling in campaigns
- Cross-cultural and inclusive storytelling
- Story impact metrics and measurement
- **Case Study:** The “It Gets Better” Project as a storytelling model for social change

**Module 4: Multimedia Production and Design**

- Video editing and podcast production basics
- Visual storytelling through infographics
- Mobile storytelling and short-form content
- Accessibility and inclusive design
- Cloud-based collaboration tools
- **Case Study:** TED-Ed animations and their impact on digital learning

**Module 5: Ethical and Legal Considerations**

- Copyright, fair use, and creative commons
- Ethical image use and subject consent
- Avoiding digital manipulation
- Privacy and cybersecurity in content creation
- Content moderation and platform policies
- **Case Study:** The backlash against deepfake political ads

**Module 6: AI and Data in Digital Storytelling**

- Using AI for content generation and analysis
- Data visualization for narrative enhancement
- Story personalization using user data
- Risks of algorithmic storytelling
- Tools: ChatGPT, Canva Magic, Lumen5
- **Case Study:** How Spotify Wrapped personalizes user stories with data

**Module 7: Leading Media Literacy Initiatives**

- Planning and implementing programs
- Training peer educators and facilitators
- Measuring engagement and comprehension
- Policy alignment and school integration
- Building media literacy coalitions
- **Case Study:** New Mexico Media Literacy Project

**Module 8: Capstone Project & Peer Collaboration**

- Designing a story-based educational campaign
- Peer review and constructive feedback
- Integration of media literacy components
- Presentation and dissemination plans
- Reflective learning assessment
- **Case Study:** Student-created media campaigns from Adobe Youth Voices

**Training Methodology**

- Interactive workshops and brainstorming sessions

- Hands-on media production labs
- Collaborative group storytelling exercises
- Real-world case study analysis
- Peer-to-peer feedback and mentoring
- Final capstone project presentation

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com