



MELANTRA ACADEMY LONDON

# Global Media Workshops: Live from London

A proposal for training workshops designed to empower students to become communication professionals with a global outlook from Melantra Academy London

Proposal for conducting FOUR Workshops that will cover:

- Global PR
- Global Corporate Communications
- Global Content Creation
- Global News and Television

Melantra Academy London



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# The Team



**Matt Eastley**  
*Senior Trainer*

Matt Eastley is a writer, journalist, broadcaster and a former Head of Communications at the BBC, where he worked with many top names, including Sir David Attenborough. He is the author of 15 books, including several autobiographies of senior industrial figures, a highly respected corporate communications consultant who does football commentating for the BBC. He's worked as a senior PR and Corporate Communications professional and consultant in London with Transport for London and Royal Mail.



**Rahul Joglekar**  
*Senior Trainer*

Rahul is an ex-BBC journalist and has been a presenter, producer and TV reporter. He set up Melantra Media and Training in 2019 and has worked with companies, including the BBC, Anglo American and Citibank in senior communications roles. As a trainer, he works with senior leaders to help them deliver impactful messages and PR teams to help them master impactful communications and writing. He has also taught at British universities and produces a podcast about good communication with Matt.





# Global Content Creation Workshop

- Equip students with global expertise by those who are working in the profession in the UK with global companies
- Bring an awareness of global standards to the classroom
- Be your guides as you take the next step of your career: the world of work or higher studies

Format: Interactive Q&A between Matt & Rahul. We would also encourage students to participate enthusiastically.





# The Power of Content in the Digital Age

- How many of you are on Instagram
- How many of you are on Facebook
- How many of you checked your phones as soon as you woke up
- How many of you almost never read the newspaper and get all your information from digital sources



# What is content?

<b>Text</b>	Written words, captions, blogs, articles	News posts, tweets, SEO blogs
<b>Visuals</b>	Images, infographics, memes	Instagram posts, brand storytelling
<b>Video</b>	Short-form, long-form, live streams	TikTok clips, YouTube explainers
<b>Audio</b>	Podcasts, voiceovers, music	Spotify shows, branded soundscapes
<b>Interactive</b>	Polls, quizzes, AR filters, clickable infographics	BuzzFeed quizzes, Instagram polls



# Why does content matter?

## Role of Content in Shaping Narratives & Behavior

**Content isn't just communication—it's culture-shaping. It influences how people think, feel, and act.**

**Narrative Power:** Stories define identities, challenge norms, and build empathy. Example: #MeToo and Black Lives Matter used digital storytelling to mobilize global movements.

**Behavioral Influence:** Content can drive purchasing decisions, voting behavior, or lifestyle changes. Example: Influencer-led wellness trends or viral TikTok challenges

**Community Building:** Shared content fosters belonging and collective memory. Example: Reddit communities, fandoms, and BookTok





# Growth of content: social media boom

Year	Global Users (Billions)	% of Global Population
2019	3.48	~45%
2021	4.48	~57%
2023	4.95	~62%
2025	5.32	~64% <sup>1</sup>

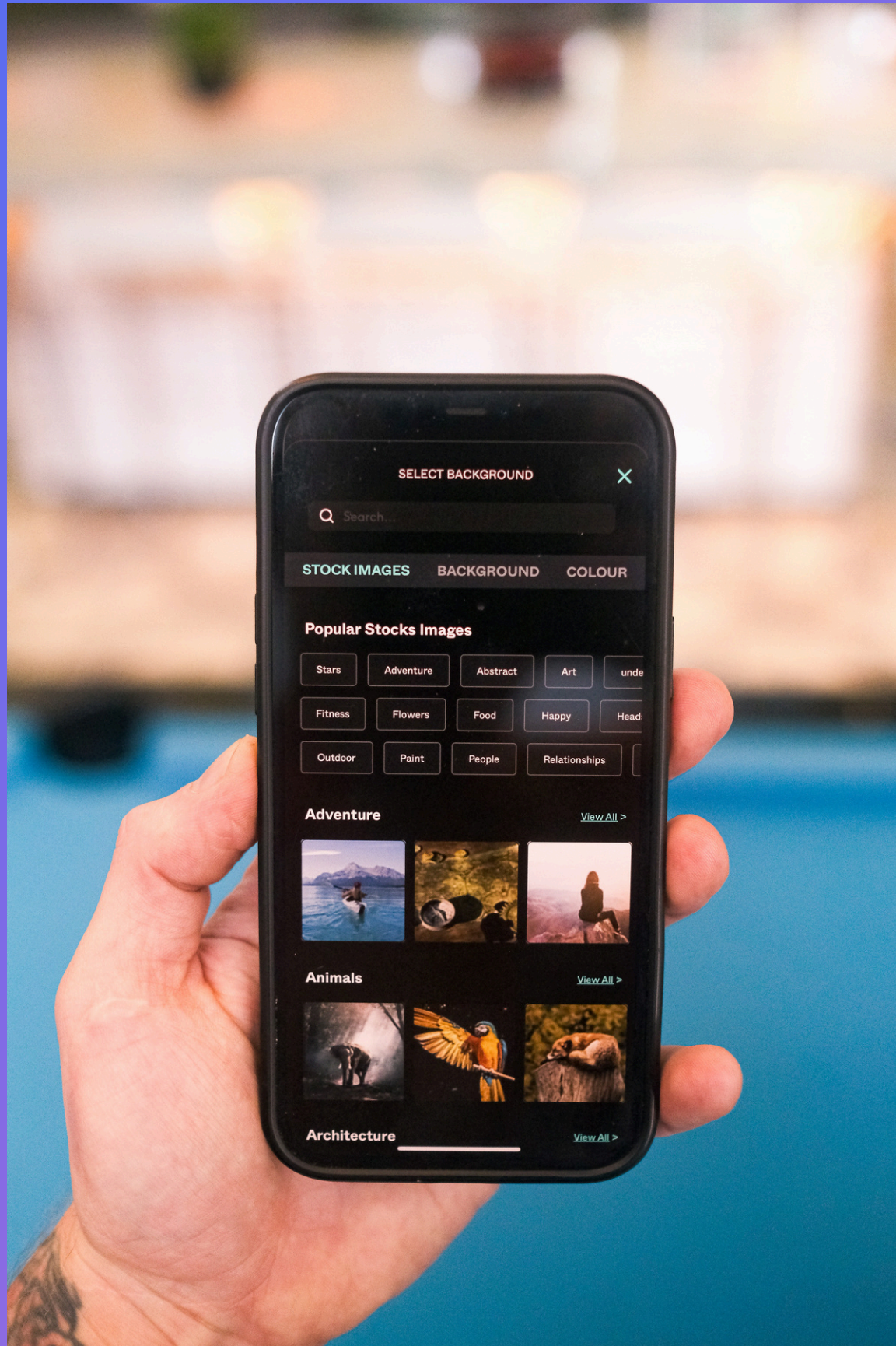
- Facebook remains the largest platform (3.15B users), followed by YouTube (2.5B), Instagram (2B), and TikTok (1.5B).
- Users now average 2 hours and 23 minutes daily on social media.
- Mobile dominates: 98% of social media usage happens on smartphones



# Content Strategy Fundamentals

- Who is your audience
- What are your key messages
- Main objectives
- Channel plan
- Content pillars and themes
- Editorial calendars and scheduling tools

**Example: If you are designing a UPG Content Strategy?**





# Netflix Content Strategy

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font, is centered within a black rectangular box. The box is set against a background that transitions from blue on the left to pink on the right.

**How Netflix uses content strategy across platforms**



# Platform-Specific Content Approaches

<b>Instagram</b>	Visual-first, video short captions	Use Reels, Stories, carousel posts
<b>TikTok</b>	Short-form video, trends	Leverage sounds, challenges, authenticity
<b>LinkedIn</b>	Professional, thought leadership	Share articles, insights, career stories
<b>X (Twitter)</b>	Real-time, concise	Use threads, hashtags, live commentary
<b>YouTube</b>	Long-form video	SEO optimisation, storytelling



# Welcome: Hung Nguyen

Hung has trainee over a thousand journalists and content creators, with alumni at BBC, Yahoo! News, and Radio Free Asia and across corporate world / brands.

He teaches digital content and mobile journalism at Goldsmiths, City, and the University of East London. He has also trained in SEO, analytics, social media, and storytelling across Asia, Africa, and Europe.

As a former BBC digital editor and mobile video producer, he helped grow Facebook pages to over a million fans and increased BBC YouTube channel to 10 million minutes watched monthly.

He contributed to BBC's digital transformation and led social and digital strategies for BBC teams in South and East Asia.





\_\_\_\_\_ are at the heart of  
your channels





# Audience Engagement & Community Building

Understanding audience personas

Two-way communication: comments, DMs,  
polls

Emotional resonance and authenticity



# Influencer & Creator Ecosystem

- Types of influencers: nano, micro, macro, celebrity
- Influencer-brand collaborations and disclosure ethics
- Discussion: How influencers shape public discourse, do you follow any influencers, who are they





# Analytics & Performance Measurement

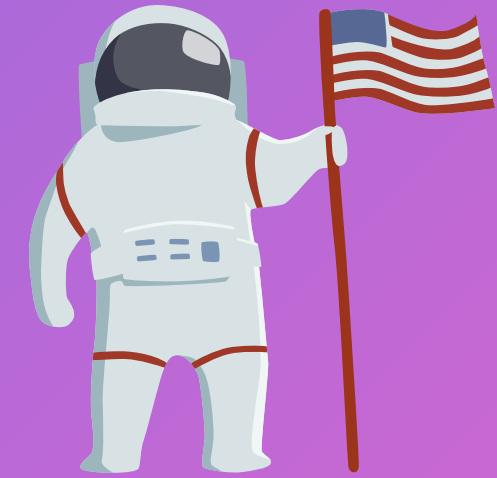
- Key metrics: reach, engagement, conversion, sentiment
- Tools: Meta Insights, Google Analytics, Sprout Social
- Exercise: Analyse a brand's Instagram post and interpret metrics - take 5 minutes and we will select 2-3 students (select last 3 posts of this brand)



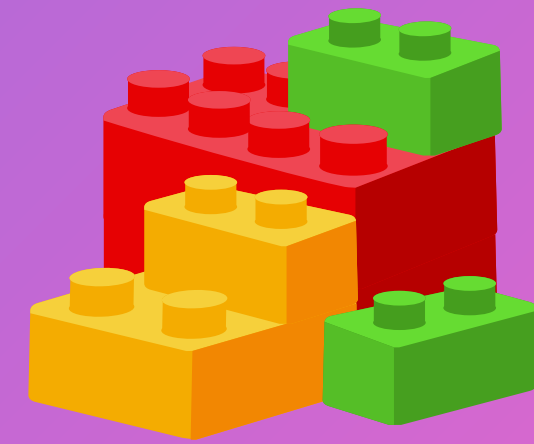


# Ethics, Misinformation & Algorithmic Bias

NASA Confirms Earth Will Experience 6 Days of Total Darkness in November Due to a Solar Storm Guess: Real or Fake?



An insta reel states that a man in the UK built a fully functional house using only LEGO bricks. Is this news real or fake?



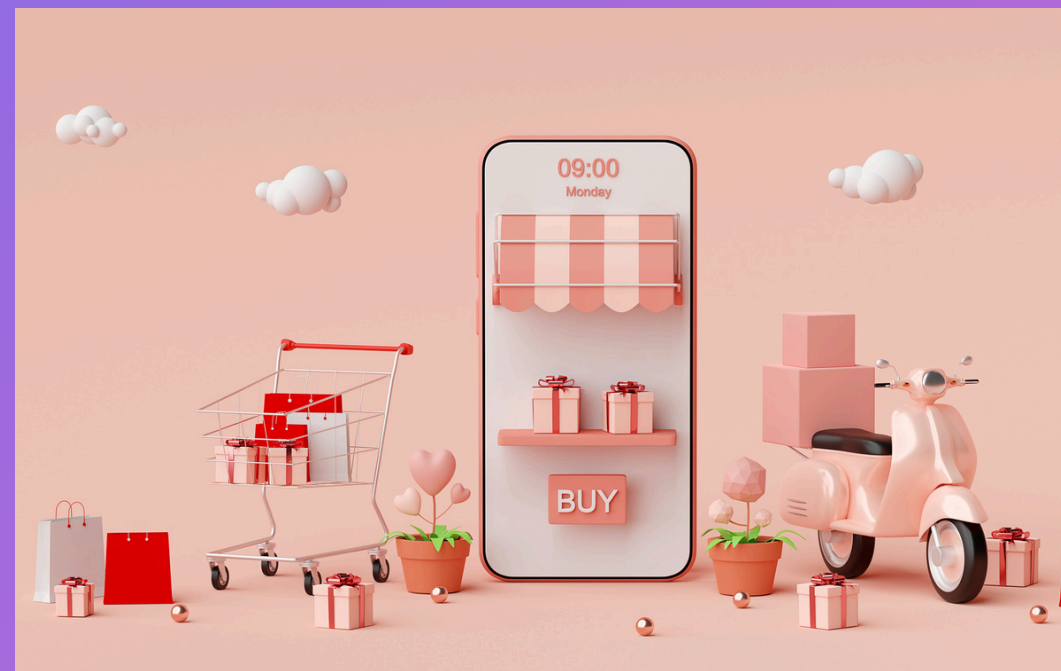
Drinking Cold Water After Meals Causes Cancer Guess: Real or Fake?





# Future Trends in Content & Social Media

- AI-generated content and deepfakes
- Social commerce and shoppable posts
- Interactive formats: AR filters, live shopping







# Scenarios

01

## Chanel content plan

You are working in the content team at Chanel. Your Head of Content has asked to see a plan for posts on the website and on social media for the next 2 weeks.

This should include articles/videos/ and social posts.

02

## Fruit juice start-up

You work with the content team of a fruit-juice start up. Your marketing budget allows you to hire influencers. Name 5 influencers you would approach and why?

03

## Fake news

You've been asked to create a guide to spot fake news. This will help educate students to spot fake news. It should contain about 5-6 helpful ways to spot it.

03

## Mercedes on Instagram

Map the 3-4 audience personas of Mercedes instagram account. Choose 1-2 posts and say which post will appeal to which audience.



# Team Presentations

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