



Innovate - Create - Educate

Digital Influencers After School Program

We live in a generation of unparalleled connection. With unfathomable advancements in our technology over recent decades, today we are able to connect with anyone, anywhere at any time just with a click of a button. The cost of data is plummeting and because of that we are consuming more content and accessing more information than every before.

With people spending more time on their devices we're seeing a rise in a rapidly developing profession known as the 'Influencer'. Whilst an influencer can come in many different forms, they are a growing force and a force with an increasing amount of impact in our society today.

Students today are obsessed with influencers. We love to consume their content, buy their products and worship their every word. Social media influencers have become a god-like figure for young people. They float above the rest and are seemingly untouchable in their palace of instagram filters and likes.

Our Digital Influencers course aims to show young people how they can become influencers themselves and how they can do it at any age, from anywhere in any field that they are truly passionate about.

The Program

The Rise Of The Influencer

To kick off the program, we're going to have students dissecting their favourite influencers on their favourite platforms to see what their recipe is. What sort of content do they post? Who are their followers? Why do people like them? How do they make money?

The Influencer Recipe

Creating an influencer is like baking a cake. Add a few of the right ingredients in the right order with the right quantities, and voila, you have an influencer! We're going to test the students out by creating stock standard influencers for specific challenges to show students just how simple it can be.

Building Brand You

Next up we're going to have a look at what we want to be known for. Students will be refining their brand as an influencer and building their business model.

Content Week

Content is king and there are a few key rules that students need to learn before they start making their own content. We'll be spending the week looking at creating content for the different social media platforms and how to take a DIY approach to beautiful content.

Social Media Strategy

Having a clear strategy is a key element to success as an influencer and with the right hashtags, a well managed content calendar and some well thought out posts, you'll be on your way! We'll be working to build out our content strategies, populating content and getting ready to launch!