

14 hours **ZOOM & PHYSICAL**
Program



AI-POWERED

Social Media Video Strategy, Content Creation & Performance Optimisation



HYBRID TRAINING

5 & 6 Oct 2026 (Mon & Tue)

 Remote Online Training (**Zoom**) &
 Dorsett Grand Subang Hotel,
Selangor (**Physical**)

**** Choose either Zoom OR Physical Session**

**100% HRDC
CLAIMABLE**

OVERALL LEARNING OUTCOMES

By the end of the programme, participants will be able to:

1. Explain how social media platforms distribute and recommend video content.
2. Identify suitable content formats for TikTok, Instagram, Facebook and LinkedIn.
3. Use AI tools to support content research, ideation, planning and scriptwriting.
4. Develop content pillars and platform-specific content angles for a brand or organisation.
5. Create short-form video scripts using practical storytelling frameworks.
6. Generate effective AI prompts for image, video and social media content creation.
7. Apply basic editing and retention strategies for social media videos.
8. Explore AI avatar and digital presenter use cases for marketing, communication and training.
9. Build a simple AI-assisted content production workflow.
10. Apply responsible AI practices, including fact-checking, copyright awareness and editorial review.
11. Create a basic content performance optimisation plan.

TARGET PARTICIPANTS

- Business owners and entrepreneurs
- Marketing, communication and social media teams
- Sales and business development teams
- HR, L&D and internal communication teams
- Trainers, coaches, consultants and educators
- Professionals responsible for creating or managing digital content

TRAINING PREREQUISITES

- Basic computer and internet browsing skills
- Basic understanding of social media platforms such as TikTok, Instagram, Facebook or LinkedIn
- No advanced design, editing or programming background required
- Participants are encouraged to bring a laptop and one real business/product/service topic to work on

REGISTER 3 PAX, FREE 1 SEAT

CONTACT US



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COURSE OVERVIEW

Course Synopsis

This 2-day programme equips participants with practical skills to use AI tools for social media video strategy, content planning, scriptwriting, visual prompting, AI-assisted video production, digital presenter concepts, workflow design and performance optimisation. The course is designed as a practical content production lab, where participants learn the thinking process behind effective content and apply AI to create usable outputs for their organisation or personal brand.

Training Prerequisites

- Basic computer and internet browsing skills
- Basic understanding of social media platforms such as TikTok, Instagram, Facebook or LinkedIn
- No advanced design, editing or programming background required
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Course Structure

Day	Focus Area	Participant Output
Day 1	Social media strategy, content discovery, AI planning and scriptwriting	Content pillars, content ideas, hooks and one short-form video script
Day 2	AI visual/video prompting, digital presenter concepts, workflow and optimisation	Visual/video prompts, avatar use case, workflow map and performance checklist

Training Methodology

Mini lecture: Explain key concepts in a clear and structured manner.

Live demonstration: Show practical AI-assisted content creation workflows.

Guided prompt practice: Help participants improve AI outputs through better briefing and iteration.

Case study review: Compare good and weak content examples to strengthen judgment.

Hands-on activity: Enable participants to create content ideas, scripts, prompts and workflows.

Group sharing and feedback: Improve participant outputs through discussion and trainer feedback.

Action planning: Support workplace application after the training.

Assessment Method

Formative assessment: Q&A, trainer observation, discussion and group sharing during activities.

Practical task: Participants create content pillars, hooks, scripts, prompts and workflow maps.

Final output review: Participants present a simple AI-assisted content plan or workflow.

Implementation checklist: Participants complete a workplace action plan for applying the training.

COURSE OVERVIEW

Suggested AI Tools for Demonstration

The course should focus on practical workflow rather than tool overload. The trainer may demonstrate a small set of tools depending on participant readiness and available access.

- **Research, ideation and writing:** ChatGPT, Gemini or Claude
- **Visual generation:** Adobe Firefly, Midjourney or similar AI image tools
- **Video generation:** Veo, Kling, Seedance or similar AI video tools
- **Digital presenter / avatar:** HeyGen or similar avatar platform
- **Editing and repurposing:** CapCut, Canva or platform-native editing tools

Trainer Capability Alignment

- **Creative Director background:** Supports brand direction, visual quality, content judgment and storytelling.
- **AI Creative Trainer experience:** Supports practical AI tool demonstrations and prompt workflow guidance.
- **Brand Consultant experience:** Supports content pillars, positioning, messaging and audience alignment.
- **Social media and content creation work:** Supports hooks, carousel thinking, short-form video formats and content planning.
- **Digital presenter / avatar knowledge:** Supports AI avatar, digital twin and clone-yourself use cases.
- **HRD Corp trainer profile:** Supports structured delivery, learning outcomes, activities and workplace application.

Scope Control for Delivery

- The course is not positioned as an advanced video editing software class.
- The course does not require participants to master every AI tool in the market.
- The focus is on content thinking, AI briefing, practical workflow and workplace application.
- Demonstrations should use 3 to 5 core tools only to avoid overwhelming participants.
- Final outputs should remain practical: content pillars, hooks, script, prompts, workflow and checklist.

Recommended HRD Positioning Statement

This is a practical AI-assisted content strategy and production workflow course for modern workplace communication, marketing and social media teams.

COURSE CONTENT

Day 1: Social Media Strategy, Content Discovery & AI Planning

Module	Topic	Learning Outcome	Practical Activity
1	Today's social media and video-first landscape	Explain how short-form video, attention behaviour and recommendation systems affect content reach.	Review good vs weak content examples and identify hook, message, visual and CTA.
2	Platform behaviour and content formats	Compare suitable content formats for TikTok, Instagram, Facebook and LinkedIn.	Match different business objectives with the right platform content format.
3	AI-assisted content research and trend discovery	Use AI to generate content ideas, analyse audience interests and identify relevant content angles.	Create an AI content brief based on audience, brand, offer and goal.
4	Content pillars and brand messaging	Develop content pillars that support brand positioning, trust-building and business objectives.	Build 3 content pillars and 10 AI-assisted content ideas.
5	Scriptwriting and storytelling for social media video	Create short-form video scripts using hook, problem, message, proof and CTA structure.	Write one 30-second video script and generate 3 alternative hooks.

COURSE CONTENT

Day 2: AI Content Production, Workflow & Performance Optimisation

Module	Topic	Learning Outcome	Practical Activity
6	AI visual and video content creation	Write structured prompts for AI image and video generation using subject, action, style, camera, lighting and format.	Create 3 image/video prompts based on the Day 1 script.
7	AI avatar, digital presenter and clone-yourself concepts	Identify practical AI presenter use cases for marketing, training, sales and internal communication.	Design one digital presenter or avatar content use case.
8	Editing for attention, retention and CTA	Apply basic editing principles to improve clarity, pacing, retention and call-to-action effectiveness.	Turn a script into a simple shot list with visual, caption and CTA notes.
9	AI-assisted content workflow	Design a repeatable workflow from research to publishing, approval and repurposing.	Map a weekly AI-assisted content workflow for a team or individual.
10	Performance optimisation and responsible AI use	Review basic performance indicators and apply responsible AI checking practices.	Complete a content performance checklist and responsible AI review checklist.