



Feb 14, 2022

## **Enhancing the media student's skills to create useful media content**

The Deanship of Student Affairs (Al Ain Campus) organized a workshop entitled "Towards Creating Good Media Content", presented by Mr. Ahmed Al Sheryani - a marketing consultant and a social media blogger. The workshop dealt with the most important skills needed for a content creator, including: refraining from questioning the efforts of others, searching for an idea that serves society, not searching for early fame, being patient and not despairing.

In turn, the Vice President for Development and Follow-up Affairs and the Dean of Student Affairs, Prof. Ibtehal Aburezeq, invited the university students and the local community to get benefited from the workshop, considering the importance of the social media in each home, stressing the role of parents and educational institutions, including universities, in directing their students towards creating meaningful content. And stay away from preposterous content.

[Press Release Link](#)