

Published on *Carolina Union* (<https://carolinaunion.unc.edu>)

## Union's CCS Office to Host The Lab Learning Series

A new creative-learning workshop series called The Lab is being launched this semester by the Carolina Union's office of Communications & Creative Services (CCS). The Lab will be a series of three workshops designed to help leaders of student organizations build their marketing skills so that they can have their most successful semester yet!

Workshops are free for UNC students and will be full of inspiration, useful knowledge, and hands-on activities. Check out the Spring 2020 lineup and register for the the first in the series below!

### Spring 2020 Workshops

#### ***Content Planning and Strategy | January 22nd, 2:00pm***

An exploration of how to connect your organization's mission to communications goals and objectives, as well as creating a content plan that supports your efforts. We will look at different content types and how to effectively use multiple platforms to engage audiences in fun and unexpected ways.

[Register Here](#)

#### ***Graphic Design for Social Media | February 17th, 2019 3:00pm***

A primer on creating eye-catching and informative graphic designs for social media. We will explore the fundamentals of social media specs, design best practices, and messaging hierarchy.

*Registration coming soon!*

#### ***Videography Basics | March 3, 2019 4:00pm***

A class that covers the basics of quick shooting and editing to create videos that look and feel polished. We will cover in-phone filming as well as use of DSLR cameras, to help your organization create short films that show you at your best.

*Registration coming soon!*

**Source URL:** <https://carolinaunion.unc.edu/news-and-events/news/unions-ccs-office-host-lab-learning-series>