

# 《社交媒體的拍攝技巧》工作坊

## “Social Media Photography” Workshop



由資訊及行業發展事務小組舉辦的《社交媒體的拍攝技巧》工作坊於昨日（6月13日）順利舉行。本會有幸邀請到兩位資深數碼營銷界的嘉賓，分別為街拍平台「時不時裝」創辦人兼專欄作家Nadia Tang，以及本地網媒JMK Media創辦人Keith Lam。兩位講者與一眾會員講解數碼營銷及本地市場現況，並分享有關品牌建立、形象宣傳及影片製作的技巧及經驗。

隨著數碼營銷愈來愈普及，各大品牌紛紛於Facebook、Instagram等社交平台開設專頁，建立龐大的粉絲層。以影像形式的營銷手法成為主流，廣告營銷不僅僅是傳統的報章雜誌。兩位主講嘉賓講述運用社交媒體的技巧及心得，並與大家分享建立品牌、增加品牌專頁流量的心得，同時亦向大家展示具體的拍攝技巧及構圖配襯等。講座反應熱烈，參加者均表示講座內容有趣實用，對公司發展數碼營銷有很大幫助。

Organized by the Industry Development & Communications Affairs Committee, the “Social Media Photography” Workshop was held on June 13. We are honored to have Ms. Nadia Tang, the founder of fashion page 時不時裝 and online blogger, and Mr. Keith Lam, founder of online media JMKTV as our guest speakers. Nadia and Keith shared their insights on digital marketing and the current local market. They also demonstrated some simple techniques to help us improve our photography skills. Participants are excited to learn more about the emerging sales channel and try out the photography techniques.