

EXAMPLE ON HOW TO CREATE INTEREST FOR COURSES VIA SOCIAL MEDIA



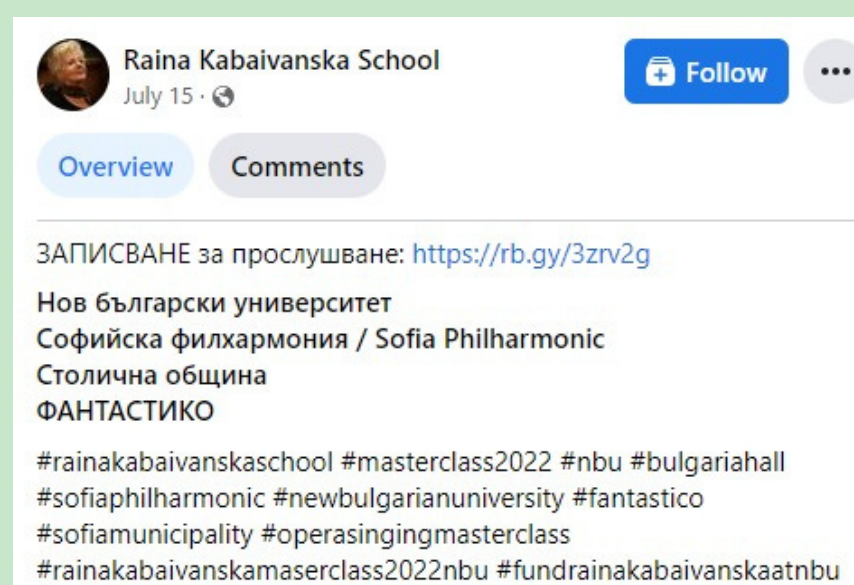
1



2

3

This short video posted on social media gives full information about the master class and what students can expect from it. The duration is half a minute, neither too short nor too long, but enough to provoke interest.



**1**

The solid colour background helps to easily see the inscriptions. The only drawback is the size of the font, which is too small. Otherwise, the brief information about the event is sufficient.

2

The photo of the famous Bulgarian opera singer in itself is enough to provoke interest in any event in which she takes part, but the organizers have also paid attention to this important detail. On the website of the New Bulgarian University, under the publication of the event, there is again a high-quality photograph of her.

3

Links to the master class registration form are conveniently placed to the right of the video, so anyone can easily be redirected to the main event page.

4

The video was recorded and edited by professionals, not released as a home video or as a personal announcement.

More examples of this type of video content for master classes in NBU, Bulgaria

<https://nbu.bg/bg/fakulteti/fakultet-za-distancionno-elektronno-i-nadgrazhdashto-obuchenie/majstorski-klasove/majstorski-klas-na-prof-ljudmil-angelov>