Training Course on Digital Storytelling and Communication for Agricultural Innovations

Professional Development Training Course Outline

Category	Agriculture	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In the age of digital transformation, agriculture must embrace innovative communication strategies to effectively disseminate knowledge, technologies, and success stories to farmers, researchers, policymakers, and stakeholders. Digital storytelling for agricultural innovations empowers agripreneurs and extension officers to create compelling narratives using visual, audio, and multimedia tools. Training Course on Digital Storytelling and Communication for Agricultural Innovations is designed to bridge the communication gap between agricultural innovations and rural communities by equipping participants with digital communication skills for impactful outreach.

With the growing influence of social media, mobile technology, and data-driven communication, digital storytelling provides a powerful medium to capture attention, engage communities, and accelerate the adoption of agricultural technologies. Through practical sessions, case studies, and interactive modules, participants will gain hands-on skills in visual storytelling, video production, podcasting, infographics, and strategic digital communication tailored for agricultural innovation.

Programme Curriculum

Training Course on Digital Storytelling and Communication for Agricultural Innovations

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Course Objectives

1. Understand the concept and relevance of digital storytelling in agriculture.
2. Identify key agri-communication strategies for rural engagement.
3. Learn multimedia content creation for agricultural narratives.
4. Apply social media tools to amplify agricultural innovations.
5. Develop skills in video storytelling and basic editing for field success stories.
6. Create audio storytelling (podcasting) for farmer-focused communication.
7. Design infographics and visual data communication for agricultural insights.
8. Analyze audience segmentation and digital outreach strategies.
9. Build competence in agricultural blogging and digital journalism.
10. Understand mobile storytelling and SMS-based communication in rural contexts.
11. Use data storytelling tools for communicating agricultural research.
12. Evaluate successful digital campaigns and agri-digital branding case studies.
13. Develop a personalized digital communication strategy for field application.

Target Audience

1. Agricultural Extension Officers
2. Agripreneurs and Start-up Founders
3. Communication Specialists in Agriculture
4. Researchers and Academicians in Agri-sciences
5. Policy Makers in Agriculture and Rural Development
6. NGO and Development Sector Professionals
7. ICT Experts in Agriculture
8. Farmer Leaders and Cooperatives

Course Duration: 5 days

Course Modules

Module 1: Introduction to Digital Storytelling for Agriculture

- Definition and components of digital storytelling
- Role in agricultural communication
- Tools and platforms overview
- Characteristics of effective agri-narratives
- Best practices in digital storytelling
- **Case Study:** Digital Green – storytelling for farmer training in India

Module 2: Visual Storytelling and Video Production

- Storyboarding and scripting techniques
- Smartphone video shooting and editing
- Visual framing in rural environments
- Editing tools for agriculture videos (e.g., InShot, CapCut)
- Publishing and sharing on platforms (YouTube, Facebook)
- **Case Study:** FAO’s "Farmers in Focus" video series

Module 3: Audio Storytelling and Podcasting

- Podcast planning and structure
- Recording tools and voice clarity tips
- Sound editing basics (Audacity, Anchor)
- Hosting and distribution channels
- Story selection and interviewing farmers
- **Case Study:** "Hello Tractor" podcast in Sub-Saharan Africa

Module 4: Infographics and Data Visualization for Agriculture

- Basics of visual data storytelling
- Tools for creating infographics (Canva, Piktochart)
- Interpreting agricultural data for visuals
- Designing farmer-friendly infographics
- Combining text, icons, and colors effectively
- **Case Study:** Kenya Agricultural and Livestock Research Organization's visual reports

Module 5: Social Media for Agri-communication

- Facebook, Twitter, Instagram, and WhatsApp strategies
- Creating shareable content and hashtags
- Scheduling posts and monitoring engagement
- Managing online communities for farmers
- Combating misinformation in agriculture
- **Case Study:** #Farm365 Campaign by the Nigerian Agriculture Ministry

Module 6: Blogging and Agricultural Digital Journalism

- Creating and managing a blog
- Writing engaging agricultural stories
- SEO for blog visibility
- Linking blogs to research and farmer experiences
- Monetizing agri-blogs and audience engagement
- **Case Study:** "AgriCultures Network" global blog portal

Module 7: Mobile and SMS Storytelling

- SMS storytelling frameworks
- Adapting digital content for feature phones
- Integrating IVR and voice messages
- Local language translation for SMS
- Creating call-to-action messages
- **Case Study:** Esoko's SMS-based market advisory in Ghana

Module 8: Developing a Digital Communication Strategy

- Setting goals and identifying audiences
- Choosing appropriate tools and platforms
- Crafting messages for impact
- Measuring engagement and effectiveness
- Scaling up digital communication in agriculture
- **Case Study:** CTA's "Embracing Web 2.0 and Social Media" initiative

Training Methodology

- Interactive lectures using multimedia presentations

- Group exercises and peer learning activities
- Practical hands-on sessions with tools and apps
- Review and discussion of real-life case studies
- Field assignments and storytelling exercises
- Final project: Digital storytelling plan for participants' context

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com