



Content Creation & Social Media Academy



AGES
15-17



LENGTH
2 WEEKS



STUDIO
VISIT



DIGITAL
PORTFOLIO

Ever dreamed of going viral on TikTok, building a YouTube channel, or curating the perfect Instagram feed? At the Content Creation & Social Media Academy, teens step into the world of digital storytelling and personal branding - learning how to create content that's not only fun but also impactful.

Social media is the language of today's generation - this academy helps students speak it fluently.



Teens go from scrolling to creating, learning how to produce content that connects and inspires. Project-based learning makes filming, editing, and storytelling exciting and hands-on. Students will plan, produce, and present their own content portfolio by the end of the program.



WHAT STUDENTS WILL LEARN

- ★ How to create engaging content for TikTok, Instagram Reels, and YouTube Shorts
- ★ Basics of video production: filming, lighting, sound, and editing
- ★ Storytelling techniques for short-form and long-form content
- ★ Building a personal brand and growing an authentic online presence
- ★ Understanding social media algorithms and trends
- ★ Digital responsibility and the ethics of being an online creator
- ★ How to present and pitch their content with confidence

Students will follow a dynamic schedule that blends workshops, hands-on content creation, and mentorship. They'll work with experienced instructors who are active content creators and digital media professionals. Each student will build a content portfolio and receive personalized feedback throughout the program.



2026 DATES & INTAKES

Los Angeles California, USA

★ University of California, Los Angeles (UCLA)

▶ Jul 5 - Jul 19



Content Creation & Social Media Academy

USA UCLA • Los Angeles, California • Ages 15-17 • Studio Visit • Digital Portfolio



Los Angeles captures the magic of Disneyland alongside vibrant Hollywood vibes, offering a unique blend of entertainment, iconic landmarks, and a lively atmosphere for students!

From the iconic **Santa Monica Pier** to adrenaline-pumping fun at **Six Flags Magic Mountain**, cultural exploration at the **California Science Center**, and unforgettable moments at a **LA Dodgers baseball game**, Los Angeles offers a summer packed with excitement and discovery.



Content Creation & Social Media Academy 2-WEEK SAMPLE SCHEDULE



	MORNING	AFTERNOON	EVENING
WEEK 1 SUNDAY	Campers Arrival – Settle & Unpack		Weekly Kickoff
MONDAY	Welcome Session	On-Campus Activity	On-Campus Activity
TUESDAY		Full-Day Excursion	
WEDNESDAY	Content Creation	Studio Visit	On-Campus Activity
THURSDAY	Content Creation	Off-Campus Activity	On-Campus Activity
FRIDAY		Full-Day Excursion	
SATURDAY	Content Creation	On-Campus Activity	Disco Party
WEEK 2 SUNDAY		Optional Full-Day Excursion	
MONDAY	Content Creation	On-Campus Activity	On-Campus Activity
TUESDAY		Full-Day Excursion	
WEDNESDAY	Content Creation	On-Campus Activity	On-Campus Activity
THURSDAY	Content Creation	Off-Campus Activity	On-Campus Activity
FRIDAY		Full-Day Excursion	
SATURDAY	Presentation Prep	Project Presentations & Graduation	Graduation Party!

This is a sample schedule. Specific hours & activities are subject to change

