Next-Gen Influencer:
Create Faceless Social Media Content with AI
(vLearn Programme)

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來 **FUTURESKILLS**

vLearn HKPC Virtual Learning

Build your AI Faceless Social Media channel. Learn to create stunning visuals, videos, and royalty-free music effortlessly. Unlock new creative possibilities today!

Programme Code	10017879-09
Programme Duration	60 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Understand the concept and potential of AI-powered faceless social media
- Generate high-quality images, videos, music, sound effects, and other media assets using various AI tools
- Create content ideas, write captions, and plan social media posts with the help of AI
- Leverage AI-generated faceless media to explore new business and marketing opportunities

Course Outline

1. Introduction to AI Faceless Social Media

- Understand AI-powered faceless social media
- Explore successful examples on Instagram, YouTube Shorts, and Rednote
- Learn about the business potential and rising trends
- Discover how to leverage this model for growth and new opportunities

2. Analyse Your Business and Create a Customised Content Plan

- Use AI to analyse your business and generate brand-aligned content
- Learn practical tips for an effective content plan
- Follow a simple SOP (Standard Operating Procedure) to consistently plan, create, and publish social media content

3. Creating Image, Video and Background Music Using AI

- Generate eye-catching social media images with AI tools
- Transform images into short-form videos using AI
- Maintain visual consistency and optimise content for various platforms
- Create royalty-free music and sound effects with AI
- Combine elements to produce engaging social media content

4. Growing Your AI Faceless Social Media Channel

- 5 tips to grow your AI faceless social media
- Use analytics tools to analyse and optimise your content

5. Limitations of AI Faceless Social Media

- Understand the limitations of AI tools, including style inconsistencies, restrictions, and ethical concerns

Enrolment Method

Scan the QR code to complete the enrolment and payment online.

http://u.hkpc.org/b5F

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Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	• Differentiate between Waterfall and Agile Project Management, noting their pros and cons • Examine the rise and uses of Agile Project Management • Uncover Agile Project Management's significance, mindset, and team structure • Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	• Define good customer experience • Explore the importance of Customer Experience in the Experience Economy • Learn about 4P, 4C, and 4E in marketing and their relationships • Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) • Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	• Stay updated on cybersecurity news and trends • Learn about internet security measures to safeguard digital assets • Recognise and prevent phishing attacks • Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	• ESG definition and worldwide/local trends • Impact of global climate change on business sustainability • Implementation of sustainable practices in your company • Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	• Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	• Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	• Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	• Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	• Understand the basic concept of AI Gym • Learn about the AI principles for effectively prompting • Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes