

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

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS



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

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

*Only English version of Certificate of Accomplishment is provided

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>



Inquiry: Mr Terence LUEN | +852 2788 5318 | terenceluen@hkpc.org

Ms Maggie CHEUNG | +852 2788 5013 | maggiecheung@hkpc.org

Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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)	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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