



Engaging online audiences: Tweeting in the Dawn Chorus

29 July 2015, 12:00-13:00

An hour with the University of Leicester Environment Team on their experiences of Twitter, including top tips and relationships with other departments. A good opportunity to ask questions and share thoughts on how to engage audiences.

Why should I attend?

The Environment Team has over 1000 followers on Twitter and tweets daily to followers. Attending this webinar will give an insight into how they engage with their followers and what makes an account successful.

Who is this webinar for?

Useful for all responsible for a Twitter account, but particularly relevant to those working within a University and/or environmental sector.

Key learning outcomes:

Measuring success and approaching engagement.

Agenda:

Please note that this agenda may change

- EAUC welcome and housekeeping
- Introduction to team and topic
- Basics of Twitter
- Approaching engagement
- Social media relationships
- Top tips
- Q and A

Our expert speakers:

Sarah Roberts, Communications and Events Coordinator, University of Leicester

Works as the current 2014-15 intern within the Environment Team and communicates sustainability projects and events to the university audience. Encourages staff and student participation in sustainability debates and activities, while also providing a point of contact for the new Environmental Action Society. Tweets regularly from the department account and engages with followers.

Sandra Lee, Sustainable Travel Officer, University of Leicester

Encourages sustainable travel at the university by creating realistic and fair alternatives for staff and students via a strategic travel plan. This is accompanied by relevant events and beneficial schemes such as 'Cycle to work'. Also line manages the Environment Team intern, supporting and overseeing their communication responsibilities.

