# Social Media Workshop

## Friday 15 August 2014, University of Westminster

Social media has changed the way people communicate – giving organisations an amazing opportunity to truly engage supporters, reach new audiences, influence key decision makers, build new partnerships and to promote their services.

Hosted by Ross McCulloch, Founder of Third Sector Lab & Be Good Be Social, our social media workshop cuts through all the hype and jargon, helping you think strategically about Twitter and Facebook, blogging, video for the web and more.

We'll show you how to develop a simple social media strategy, how you can measure your success and how you can protect your staff with a robust policy and guidelines. You'll come away from the workshop with everything you need to get started with social media work for your organisation.

## Draft agenda:
- 09.30–10.00: Registration, refreshments
- 10.00–10.30: Welcome and introductions
- 10.30– 1.30: Social media - a discussion

*11.30–11.45: Break*
- 11.45–2.30: Blogging, Video and Audio
- 12.30–1.00: Networking lunch
- 1.00–1.30: Content Calendar
- 1.30–2.00: Facebook
- 2.00–4.00: Twitter

*(Includes a break at 2.45)*
- 4.00–4.45: Social media audit
- 4.45–5.00: Next steps and Q&A. How can EAUC help?

### About Ross -
### our expert speaker

*"I'm the Director of Third Sector Lab - a specialist digital agency working with charities and social enterprises. I spend part of my week as Head of Communications for Relationships Scotland. I also sit on Foundation Scotland's Impact and Innovation Committee as well as Chair of Comic Relief Community Cash Glasgow."*

## Feedback

This course was run by the EAUC Scotland team in January and received fantastic delegate feedback:
- Almost all 100% 'excellent' across the board for depth of content, depth of knowledge, style/engagement/presentation and handling of questions
- 100% excellent for 'how would you rate this course'
- 100% excellent for 'how likely would you be to recommend this course to others'

## Book now at EAUC Member discounted rates!

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