

Social Media Workshop

Thursday 5th March, University of Edinburgh



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 promote their services.

Led by **Ross McCulloch**, Founder of Third Sector Lab and Be Good Be Social, our social media workshop cuts through the hype and jargon, helping you think strategically about Twitter, 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 in your organisation.

BOOK YOUR PLACE NOW

Member and Non-Member Rates available

This course received 100% 'excellent' delegate feedback when rated by attendees at our last Scottish Workshop January 2014

EAUC-Scotland Training and Events:
www.eauc.org.uk/ucccfs/cpds

Workshop Schedule

- 09.30: Registration and refreshments
- 10.00: Welcome and introductions
- 10.30: Social media - a discussion
- 11.30: Break
- 11.45: Blogging, Video and Audio
- 12.30: Networking lunch
- 13.00: Content Calendar
- 13.30: Facebook
- 14.00: Twitter (includes break)
- 16.00: Social media audit
- 16.45: Next steps and Q&A. How can the EAUC help?
- 17.00: Close