



ONE-DAY WORKSHOP

EFFECTIVE IT AND SOCIAL MEDIA

Overview

This session will provide Members with knowledge and understanding of social media communications channels, as well as how to engage with and be innovative in using new technology where appropriate for service delivery.

The session will focus on:

- What is Social Media?
- Why is Social Media important?
- Becoming your own brand
- Comparing types of Social Media
- Using Social Media easily
- Legal issues
- Code of Conduct
- Putting it in its place

By the end of this training module delegates will be able to:

- Be confident in the application of Social Media
- Utilise Social Media to fit the organisation's needs
- Improve community engagement through the use of Social Media
- Understand and develop a public persona through Social Media
- Ensure that social media does not take over your working life

Facilitator

Stephen McCurry, Digital Services Manager, NEREO.

Further Details

For further information, or to book an event, please contact Maureen O'Keefe on 0191 2495874 or email mokeefe@nereo.gov.uk