

Masterclass - Social Media

Thursday 19th January 2017

The Alliance, 349 Bath Street, Glasgow, G2 4AA

9.30 – 13.00 (lunch will be provided)

This half-day workshop will help you to:

- *Understand the benefits of using social media*
- *Get hands-on with Twitter & Facebook*
- *Explore a range of channels like Snapchat, Instagram, LinkedIn, e-Newsletters and more*
- *Understand the role of your website, blogging and video & audio content.*
- *Develop a social media strategy*
- *Develop a social media policy*

You'll get a chance to get hands-on with Twitter - exploring the fundamentals, Lists, Hashtags and more - plus you'll learn what makes a Facebook Page or Group work for a mediation organisation or independent mediator.

There's also time allocated for an open discussion session, allowing us to explore specific topics set by the group. This could be a channel like LinkedIn, Snapchat or Instagram or it could be an issue you're facing.

You'll come away from this session with an understanding of how social media can help you achieve your aims, how you can protect your charity, staff and volunteers with a simple policy, which channels are key to your online presence and content planning techniques.

This interactive workshop will be facilitated by Ross McCulloch (see below for biography)

Please note that places are limited so early booking is recommended

Costs: £70 per attendee, including lunch and refreshments.
£35 for SMN Members.
(Organisational members can send up to 2 people at member rates).

Booking: To book onto the workshop please email admin@scottishmediation.org.uk.

Ross McCulloch, Director, Third Sector Lab

Ross is the founder of Be Good Be Social training and events, as well as Director of Third Sector Lab. He has worked with a wide range of charity and public sector clients on social media strategy, including Relationships Scotland, SCVO, Oxfam Scotland, Enable Scotland, and Breakthrough Breast Cancer. Ross also sits on Foundation Scotland's Impact and Innovation Committee and is Chair of Comic Relief's Community Cash Glasgow funding panel.

For more information

Visit: www.scottishmediation.org.uk

Call: 0131 556 1221

Email: admin@scottishmediation.org.uk

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