



What is social media & how to master it



Sustainability in Social Media

Networking Lunch, Skills Share and Masterclass

Monday 24th October

University of Edinburgh 12.30pm – 5.00pm

12.30pm Registration tea, coffee and light refreshments.

1.00pm Skills Share hear and learn from local case studies.

2.00pm Masterclass course content:

CONNECT

- Connect with over 100,000 people for free
- Build, manage and maintain a relationship with your audience and keep them coming back
- Detailed demonstrations of social media networks and tools
- Find relevant business contacts & spokespeople at brands easily

PROMOTE

- Take control of Facebook to develop relationships through groups and events
- Do it yourself Press Guide
- Free access to press releases from organisations in your sector
- Build a tailor made private social media network
- Set up your own Blog & promote it instantly

CONTENT

- Produce your own digital content
- Create promotional videos with ease
- Deliver your content to diverse media including iTunes
- Broadcast Live on the Internet using a mobile phone
- Get logos & branding design ideas for free

REVENUE

- Earn revenue from your digital content
- Understand the power of the web to build a new business
- Guide to using affiliate schemes to promote & earn

TWEET & TWITTER

- In depth step by step guide to Twitter
- Build a Twitter audience of relevant followers in minutes
- Master Twitter instantly to promote your events, products & services
- Find experts in your field and follow them on Twitter straight away

TOOLKIT

- Instantly assess the success of your campaigns
- Manage all your contacts & target your marketing easily
- Track your competitors online & improve your offerings
- Tip's, tricks and software to make your life easier

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