

Social Media: What Can It Do For Your Organisation?

Date: Tuesday 05 May

Time: 12 – 15.00

Location: Museum of London, London Wall

Trainer / Facilitators: Alec Ward, MDO: Digital and Communications

What will be covered?

Social media platforms can be used for more than just sharing your events - from creating engaging community projects to expanding the reach of your organisation. Over the course of the afternoon, you will be given an introduction to the various social media platforms and the benefits that they can have for your organisation.

You will be given examples of how other organisations are using the platforms. You will learn about how other museums use the platforms in engaging and exciting ways and you will leave the session with a few ideas of how you could improve your social media use. By the end of the session, you will have an understanding of the importance of creating exciting content, the benefits of analysing your organisation's social media use and why taking a more strategic approach to social media is important. Finally, you will have an overview of how the platforms can and have been used successfully for marketing purposes.

This session is open to anyone, at any level, though it is designed to be of particular benefit to those looking for an overview of social media and how the platforms can be used by museums.

Who should attend?

- Anyone who is thinking about, or is currently, using social media platforms
- Directors, Senior Managers and Managers looking to get an overview of the various social media platforms
- Those who are looking for inspiration on how to improve their social media use
- Anyone looking for an overview of the importance of using free analytics tools to analyse social media content
- Those who would like an introduction to using social media strategically

Schedule

Please note that these are rough timings for the session, and that the layout for the afternoon may change.

12.00 - 12.10

Arrival and refreshments

12.10 - 12.20	Welcome and introduction
12.20 - 12.40	Why use social media?
12.40 - 13.10	Introduction to a number of different free social media platforms
13.10 - 13.40	Examples of how other organisations are using these free platforms
13.40 - 14.00	Activity – Using Instagram Stories
14.00 - 14.25	Introduction to social media analytics – ‘what’, ‘why’ and the basics of ‘how’
14.25 - 14.50	Introduction to social media strategy
14.50 - 15.00	Questions and close

Learning objectives

By the end of this course you will have:

- An overview of the various different free social media platforms on offer and how they can be used
- An understanding of how other organisations are using the free social media platforms
- Guidelines and useful questions to help think about the development / review of a social media strategy
- An understanding of how your social media strategy can guide how you, and your staff, use the platforms to communicate with your audience(s)
- An overview of the free to use social media analytics tools
- An understanding of the importance of social media analytics

Support towards Museum Accreditation:

Organisational Health:

Standard 1.4 Effective forward planning

Users and their experiences:

Standard 3.1 Good quality services and development

3.2 User focused experience

3.3 Effective learning experience

Please specify on your application any particular areas of need or focus and we will try and accommodate these into the day and tailor the session to the level/expectations of participants.

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out no later than a week before the workshop. Please keep the 05 May available in your diary until your place has been confirmed. Priority is given to staff and volunteers working in non-national museums in the London region. Refreshments will be provided. A late cancelation fee of £50 will be applied if you do not give us notice that you are no longer able to attend at least one day before the event.



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