

Harnessing the Power of Social Media

Social Media allows you to reach a wider audience, and communicate with more people than virtually any other form of marketing. This course is ideal if you already have some social media experience and want to learn new techniques and tips to take your knowledge onto the next level.

This one day course will take you through some practical approaches to help you harness the power of social media and create campaigns to promote your message, cause or service. The workshop will look at:

- Giving social media a purpose
- Building an audience
- Creating campaigns to focus on specific needs such as recruitment, managing a crisis or promoting an event.
- Types of content that get better engagement
- Creating clear 'calls to action'
- Using social media as part of your organisation's 'social proof'
- Tools to make social media more efficient and manageable
- Using hashtags including local popular hashtags.

We will look at examples/ case studies from the charity sector to help inspire you.

Trainer: Jackie Harris (Brightspark Marketing)

Wednesday 15 March 2017

10am - 4pm

Penrith Rugby Club, Winters Park, Penrith CA11 8RG

Price includes lunch and refreshments

Early Bird Booking by **Tuesday 28 February 2017:**

£ **60** CVS members (£75 thereafter)*

£ **80** Non members (£95 thereafter)*

Book and pay online: www.cumbriacvs.org.uk/training-and-events OR
Complete and return a booking form with payment to:

- Cumbria CVS, 6 Hobson Court, Gillan Way, Penrith CA11 9GQ
- info@cumbriacvs.org.uk



Rebuilding Together: A project funded by the Big Lottery Fund delivered by Cumbria CVS, ACTION with Communities in Cumbria and Cumbria Action for Sustainability to build the resilience of people, organisations and communities across Cumbria.

