

Social Media Awareness Day

This awareness day provides guidance about how to best utilise social media.

As social media use grows, there are lots of ways for businesses and individuals to meet their objectives through using social media.

This awareness day is an introduction to social media for engineers. It will focus mainly on two platforms – Twitter and LinkedIn, but will also details what other platforms are available.

The content will include:

- How can social media benefit an engineer?
- Why use LinkedIn?
- Maximising your LinkedIn profile and presence
- Understanding who to accept connection requests from
- Finding people to connect with
- Using LinkedIn to grow your knowledge
- Getting involved in appropriate groups
- Keeping in contact with those you need to through LinkedIn
- Why use Twitter?
- Creating a Twitter profile you can use for business purposes
- What to say within your Twitter updates
- Searching for people to follow on Twitter
- Interacting with key people through Twitter
- Other platforms to consider and how an engineer may benefit from using them
- Managing to use social media within a busy working day

WHO SHOULD ATTEND

The awareness day is aimed at engineers who are looking to learn the basics about online based networking techniques to build up their technical contacts and associations and also interact with their peers in other organisations.

For more information contact: Jim Eaves on 07968 707 753

To book a place contact: Karen Bridgeman on 01925 843512