

Better Social Media for Libraries: Twitter, Blogs and Instagram'

Thursday 20th June 2019 – Leicester Central Library 10 am to 4.30 pm

Social Media provides essential marketing, communications and networking opportunities in today's digital workplace, but what can you do to elevate your library or information service to a higher level of stakeholder engagement? This course is ideal if you are reaching a social media plateau and want to take your organisation's use of social media to the next level.

Who should attend?

All digital librarians, IT and information professionals who use Twitter, Instagram and/or blogs on behalf of their institution, and who want to explore beyond the basics of what these tools are and why to use them; focussing on how to use them more strategically, efficiently and effectively.

The course - led by Ned Potter, a social media consultant and trainer with an intimate understanding of how social media should be used in the workplace - addresses:

- *Key social media platforms, how they work and how to use them effectively
- *Building social media networks, increasing your following and increasing engagement
- *Managing multiple social media platforms
- *Measuring and analysing impact

Topics covered include:

- *Twitter: when and what to tweet, lists and saved searches, multimedia and images, twitter video, logistics, analytics
- *Blogging: major platforms, content, style, promotion, traditional WordPress/Blogger blogs versus Tumblr
- *Instagram: why it's important to library and information services, content types, picture tips, use of hashtags and location
- *Integrating the three platforms effectively

By the end of the course you will be able to:

- *Use social media more strategically
- *Understand and learn from statistics and analytics
- *Make use of relevant social media tools and techniques to help your organisation increase engagement online
- *Discern the different roles and areas of overlap between the various social media platforms

Feedback from previous participants:

"Fantastic! The hands-on exercises were useful - not only did they help the learning to sink in but they encouraged us to think about real workplace-based ways in which tools could be used. The content was all very relevant because you had investigated what we already do/use. It all felt new and exciting.

"Pitched at the perfect level, great content, level just right, plenty of time to try out, perfectly paced, engaging speaker, easy to follow presentation"

"Lots of useful information presented in a fun and clear way. I came away with my head buzzing with ideas for things I wanted to do, learn more about, or information I wanted to pass on to colleagues."

"Excellent! Engaging, informative and full of useful hints and tips. Ned is a relaxed and personable presenter who really knows his stuff. A thoroughly enjoyable day from start to finish."

"I really enjoyed the day, opened my eyes to lots of new tools and made me realise that digital marketing doesn't have to be Facebook"

The Facilitator:

Ned Potter is an Academic Liaison Librarian at the University of York, and a Trainer for various organisations including the Bodleian and the British Library. His book *The Library Marketing Toolkit* was published by Facet in 2012. Ned can be found online at ned-potter.com and on Twitter at [@ned_potter](https://twitter.com/ned_potter).

The Venue:

Leicester Central Library Bishop Street, LE1 6AA

<https://www.leicester.gov.uk/your-community/libraries-and-community-centres/libraries/find-a-library/leicester-central-library/>

Costs:

£130 for LIEM members (£170 for non LIEM members)

Any queries please contact Carol training@liem.org.uk