



# Social Media Training for Councils

## ■ Description & Aims

This course is aimed at giving practical and strategic advice on how to use social media to engage in a two-way conversation with audiences.

Councillors will learn how to use social media to enhance their reputation, while understanding the risks associated with engaging with online audiences.

Our course programme will be designed to give an insight into the kinds of social media that exist and illustrate best – as well as worst – practice.

## ■ Course Programme

Course content is tailored for the needs of each local authority or government organisation but can cover:

- Social media platforms available
- Effective communication with online communities
- Best practice dos & don'ts
- How Councillors and councils are using social media
- The importance of a social media policy
- Handling negative posts
- Social media & the law

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