



## Social Media Training for Councillors

### ▪ Overview

This course is designed specifically for councillors to learn how to use social media effectively to engage with the public while complying with legal and code of conduct requirements. The first hour is for complete beginners to help you get started on Facebook and Twitter. The following two hours will be packed with great examples of best practice. This course is delivered by former BBC radio and television reporter Karen Ainley, who has a Masters degree in digital marketing strategy.

### ▪ Programme

#### Part one - Beginners

- Introduction to social media
- Why use social media?
- Getting started on Facebook and Twitter

#### Part two - Intermediate

- Social media features and language
- Engaging and campaigning; social media Do's
- What NOT to post
- Legal/code of conduct considerations/difficult constituents
- Useful resources
- Don't let it take over your life

### **Mosaic Media & Marketing Training**

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