Effective social media for Local Authorities

Course programme

For further information, please contact training@apse.org.uk

09:30 – 10:00	DAY 1: REGISTRATION
10:00– 11:15	### UNIT 1: Policy and goals • Explore how social media is used in a local authority setting. • Explore goal setting and purpose of social media use. • Demonstrate how to identify, understand, and listen to your audiences
11:15 – 11:30	COMFORT BREAK
11:30 – 12:45	### UNIT 2: Protocols • Explain who should be using social media and how. • Appraise the appropriateness of different guidelines for social media. • Test the consistency of your communication with your corporate brand.
12:45 – 13:00 09:30 – 10:00	END OF DAY 1 DAY 2
10:00 – 11:15	### UNIT 3: Planning • Examine approaches to planning your social media communications. • Understand how to use social media analytics. • Understand top tips for social media.
11:15 – 11:30	COMFORT BREAK
11:30 – 12:45	### UNIT 4: Practice • Compare the different social media platforms and their relative strength. • Appraise different types of social media content and how to create content. • Discuss the importance of good practice and range of content.
12:45 – 13:00	PLENARY, FEEDBACK AND CLOSE