

Social Media - Introduction



Course outline

Course Tutor:

KEVIN GILMARTIN

This is a half-day, practical course, designed to introduce journalists to social media platforms, including Twitter, Facebook and Wordpress.

Who should attend:

Anyone who wishes to learn how to use social media (eg, Facebook or Twitter) to create news feeds, search for contacts and sources and publicise or distribute articles.

Course Content:

Social media are changing the world - whether by toppling autocrats in the Middle East, notifying local reporters in Scotland of events in their own "patch", or providing trade union organisers with a direct link to potential members and campaign supporters.

Social media are changing how we communicate, whether as journalists or as trade unionists. This course will help you over any doubts that social media are only for kids or self-publicising celebrities, then will give you the practical skills to set up your own Facebook pages, Twitter account and blog.

Programme

Stepping into the world of social media:

- *-create a Facebook page; finding and linking to friends; Facebook 'events'*
- *-create a Twitter account; what you can do with 140 characters; managing Twitter*
- *-create a WordPress blog; write your first post*

Learning more about the language and protocols of social media

Evaluating your social media profile: security, copyright, monitoring your traffic, friends and followers.

What you should bring with you:

A laptop computer or smart phone if you regularly use either device as part of your daily organising work, however, NUJ Training computers will be available. No prior knowledge of social media is necessary. However, learners should have an active, accessible email account in order to create a range of new social media accounts during the training day.

Course costs **£95 for NUJ members** and places can be booked by contacting joanm@nuj.org.uk