COURSE: Social Media Introduction
DURATION: 2 sessions of 90 minutes
TUTORS: Kevin Gilmartin

OUTLINE:

Programme

- **What is social media?**
  - Definitions
  - How is it different to traditional media?
- **What are the main platforms?**
  - Differences and uses
  - How is it used by MSM?
- **Setting up your profile**
  - Setup
  - Who to follow
  - Attracting followers
- **Profile maintenance**
  - Frequency of posting
  - Replying and sharing
  - Don’t feed the trolls