

zoom

TRAINING SESSION

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