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THE SOCIAL MEDIA EXCHANGE [EXPRESS]

Trainers Include:

- Eric Whelan - **sounddelivery**
- Jacqui O'Beirne – Dog's Trust
- Jude Habib – **sounddelivery**
- Dr. Kat Arney – Cancer Research UK
- Kate Fox – BBC
- Mark Ellis - **sounddelivery**
- Miko Coffey – Using My Head
- Rob Dyson – Whizz-Kidz
- Simon Berry – ColaLife
- Stony Grunow – Third Sector IT
- Sue Fidler – Sue Fidler Ltd
- Thomas Jeffs – Responsible IT

Hands-on workshops, surgeries, discussions collaborations and networking opportunities for all your multimedia communication needs.

The Social Media Exchange Express is a different approach to your usual training day or conference.

Bite size pick and mix sessions, all in one day.

The Social Media Exchange Express will take place on Wednesday 29th September at Happy Computers, Cityside House, 40 Adler Street, London E1 1EE

For more information or to book your place, email socialmediaexchange@sounddelivery.org.uk or call 0207 993 6340

Places are strictly limited to 75 so early booking is advised.

Blogging: An Introduction

Aim: Understand what blogging is, the tools you can use to find interesting blogs and how to create your own blog using blogging platform Blogger.

Objectives: By the end of the workshop you will be able to;

- Identify the benefits of blogging
- Find and read blogs using Technorati and Google Blogs
- Decide which blogging platform is right for your organisation
- Create your own blog using Blogger

Who should attend: Anyone interested in getting started in blogging and spreading the word about the work they do.

Podcasting: An Introduction

Aim: To gain an understanding of what podcasts are, why they are such a powerful medium, and how they are used to connect and interact with your audience.

Objectives: By the end of the workshop you will be able to;

- Define what a podcast is
- Understand why audio is such a powerful medium
- Find, download and listen to podcasts using search engines such as iTunes
- Understand the different type of podcasts that are available

Who should attend: Comms and media teams, bloggers, social activists, web teams

Blogging: Advanced

Aim: Learn to write a successful, interesting blog and develop a large readership, as well as learning some of the tricks to getting your blogs noticed.

Objectives: By the end of the workshop you will be able to;

- Use advanced tools in blogging platform Blogger to develop interesting content for your blog
- Increase the likelihood of turning up in online searches by adding tags and keywords to your entries
- Increase your readership by integrating your blog with your website and social media profiles on Facebook, Twitter etc

Who should attend: Anyone interested in blogging and spreading the word about the work they do.

Interviewing for the Media

Aim: To gain the skills and confidence to be a better interviewer, choose the right interviewees and how to get the best from them.

Objectives: By the end of the workshop you will be able to;

- Find case studies who will give the best image for your organisation
- “Pre-interview” a potential interviewee to establish if they’re a good speaker
- Confidently plan and perform interviews for use in different types of media
- Get the best content from your interviewees

Who should attend: Comms and media teams, bloggers, social activists, web teams, journalists,

Beginner's Audio Editing with Audacity

Aim: To gain greater skills in audio editing, allowing you to produce a simple layered audio piece from your recordings.

Objectives: By the end of the workshop you will be able to;

- Edit your audio to a high quality using free editing software, Audacity
- Layer different recordings, effects and music in your audio pieces
- Turn your audio in a shareable MP3 file and a high quality WAV file

Who should attend: Those looking to gain the skills required to edit audio to a high level for inclusion in podcast, videos, press releases.

Video: Editing with Windows Movie Maker:

Aim: To learn basic video editing skills using free editing software Windows Movie Maker for use in online videos and audio slideshows.

Objectives: By the end of the workshop you will be able to;

- Understand the need for editing
- Log your video, noting the best scenes
- Import your video to Windows Movie Maker
- Perform basic video editing
- Layer music and voice overs under your video
- Add transitions, still images and titles to your videos

Who should attend: Comms and media teams, photographers, bloggers, social activists, podcasters, video makers

Video: Planning and Shooting:

Aim: To understand how to go about developing and planning video content for the web.

Objectives: By the end of the session you will be able to;

- Find and watch online videos using YouTube and Vimeo
- Understand the different styles of videos available
- Choose which of these styles is best suited to your organisation and to specific projects
- Understand lighting, the rule of thirds and different types of shots
- Plan and storyboard a video in preparation of shooting
- Shoot your own video, creating cutaways, action shots and more

Who should attend: Wannabe directors, comms and media teams, bloggers, social activists, web teams, anybody interested in using video in their online presence



Digital Storytelling

Aim: Digital Storytelling with audio slideshows is a powerful, cost-effective medium. This workshop will reveal how they are used and how they can benefit your organisation.

Objectives: By the end of the session you will be able to;

- Understand what digital storytelling is and how it differs from a video
- See how digital storytelling can be used in your social media campaign
- Create your own digital story using images and audio with free editing software, Windows Movie maker
- Share digital slideshows amongst your followers and the media by using Youtube and Vimeo

Who should attend: Comms and media teams, photographers, bloggers, social activists, podcasters, video makers

Twitter: Advanced

Aim: Learn to make the most of your 140 characters, trace who your messages are reaching, how to track trending topics and manage multiple twitter accounts.

Objectives: By the end of the workshop you will be able to;

- Trace popular topics (and start you own!) using hashtags
- Make the most of your 140 characters by using URL shortening systems
- Track changes in your twitter following and popularity by using Klout
- Keep control of multiple twitter accounts using APIs such as Tweetdeck, Tweetie and Hootsuite

Who should attend: Comms and media teams, PR personnel, bloggers, social activists, web teams, journalists, researchers

Twitter: An Introduction

Aim: To understand exactly what Twitter is, why you should be using it and the advantages it offers you and your organisation.

Objectives: By the end of the workshop you will be able to;

- Understand what Twitter is and how it is used
- Set up your own Twitter account
- Personalise your profile to ensure people can find you
- Find and follow other organisations
- Understand the jargon of Twitter – Direct messages, @ replies, retweets etc

Who should attend: Comms and media teams, PR personnel, bloggers, social activists, web teams, journalists, researchers

Flickr

Aim: To understand the advantages of using Flickr to store and share your images, and how you can build a community around your photographs.

Objectives: By the end of the session you will be able to;

- Create an account on Flickr and upload your images
- Understand how to source photos from your audience by using groups
- Geotag your images to create an digital map of events, places, exhibitions etc

Who should attend: Photographers, bloggers, curators, comms and media teams, journalists, web developers

Google Docs Made Simple

Aim: To understand what Google Docs is and how it is used in an organisation, how you can use it to collaborate and share documents, and what its strengths and weaknesses are versus traditional file sharing.

Objectives: By the end of the workshop you will be able to;

- Understand how to use Google Docs individually and within your organisation
- Describe the unique features of Google Docs, and what projects it may be best suited to
- Understand the difference between Google Docs and traditional desktop programs, such as MS Word, Excel, and Powerpoint
- Understand what is involved in replacing traditional VPN or File Sharing with Google Docs
- See how Google Forms can be used in your organisation

Who should attend: Anyone who uses a computer to create documents and collaborate with others on those documents.

Google Analytics Made Simple

Aim: To understand how Google Analytics is used to provide statistics, reports and actionable information on an organisation's website, and how it extends beyond simple 'website stats'.

Objectives: By the end of the session you will be able to;

- Understand what is needed to setup a Google Analytics account and enable Google Analytics for your website
- Explore what information Google Analytics can provide on visitors, traffic sources, and other metrics
- Create and customise reports that can provide actionable information to decision makers

Who should attend: Executives, fundraisers, marketing staff and staff responsible for maintaining websites.

The Power of AudioBoo

Aim: To understand what AudioBoo is, what it does and how you can use it to create instant audio content for your website, blog, etc

Objectives: By the end of the session, you will be able to ;

- Create and personalise your own AudioBoo account
- Understand how to record and upload to the web instantly
- Embed your recordings on your website and for marketing or information purposes

Who should attend: Podcasters, reporters, bloggers, journalists, web developers

Wordpress: An Introduction

Aim: To understand what Wordpress is and the different opportunities it offers to you as a blog.

Objectives: by the end of the workshop you will be able to;

- Understand what Wordpress is and its different uses
- Understand the features that Wordpress offers
- Create your own blog on Wordpress
- Personalise your blog using Wordpress Themes

Who should attend: Bloggers, journalists, web developers, curators, comms teams, CEOs, podcast/video producers

Wordpress: Advanced

Aim: Learn to use Wordpress as a content management system for your website

Objectives: By the end of the session you will be able to;

- Use Wordpress as a content management system for your website
- Understand the features that Wordpress offers to develop your website further
- Use different tools offered by Wordpress to add multimedia content to your website, including audio and video

Who should attend: Bloggers, journalists, web developers, curators, comms teams, CEOs, podcast/video producers

How to Create a Social Media Strategy

Aim: Develop your organisation's social media strategy, find your voice and decide on what your social media staff can and cannot do.

Objectives: By the end of the workshop you will be able to;

- Understand the need for a good social media strategy
- Decide what kind of strategy your organisation needs
- Use online tools to generate a social media policy
- Use your social media strategy to develop your organisation's online voice

Who should attend: Social media teams, particularly those that tweet and update Facebook, bloggers, CEOs, comms teams

Social Media Management

Aim: Keep on top of your social media presence by learning to control several applications from one place – even when you're away from the office.

Objectives: By the end of the workshop, you will be able to;

- Learn to use profile management applications such as Hootsuite and Tweetdeck to keep on top of all your social media profiles from one place
- Obtain notifications of changes in your social networks by using systems such as Klout
- Send out updates from your social media accounts even when you are away from the office

Who should attend: Media teams, bloggers, journalists, web developers, curators, comms teams, CEOs,



Social Media for Campaigning

Aims: Social Media is the perfect way to reach a large audience. This workshop will teach you to reach that audience and make them aware of your campaign.

Objectives: By the end of the workshop you will be able to;

- Understand how to reach your target audience using different social media tools
- Start conversations around your campaign
- Encourage your audience to spread the word for you
- Generate media support for your organisation
- Start real-world activism for your cause using Facebook

Who should attend: Campaigners, activists, social media teams, bloggers, journalists, PR teams

Getting Your Content Noticed

Aim: Getting your content noticed by the media can be a daunting task. This workshop will equip you with the skills needed to reach that all-important audience.

Objective: By the end of the workshop, you will be able to;

- Confidently contact the media and alert them to your story
- Understand the different elements you can incorporate into a press release or media advisory
- Develop a media contact list through the use of online resources (Media UK?)

Who should attend: PR officers, media teams, bloggers, journalists, web developers, curators, comms teams, CEOs

Writing for the Web

Aim: Learn to create strong written content for your website, blogs, newsletters and online profiles.

Objectives: By the end of the workshop you will be able to;

- Understand the need for strong, well written copy
- Spot the downfalls often faced when writing for the web
- Write powerful copy in with a readable, accessible style

Who should attend: Web teams, web designers, copywriters, media teams, bloggers, journalists, curators, comms teams, CEOs,

What's a Wiki?

Aim: There is far more to Wikis than just Wikipedia. Discover exactly what a wiki is, how to go about creating one, and how having one can benefit your organisation.

Objectives: By the end of the workshop you will be able to;

- Understand what a wiki is
- Establish how you may be able to use a wiki to encourage team work within your organisation
- Understand how a wiki is used in the not-for-profit sector
- Create your own wiki for use within your organisation

Who should attend: Comms and media teams, PR personnel, bloggers, social activists, web teams, journalists, researchers

Checking In with Foursquare

Aim: To understand what Foursquare is, how you can use it to entice more people towards your venue and how to use it to find and contact potential visitors.

Objectives: By the end of the session you will be able to;

- Understand what Foursquare is and how it is used
- Create your organisation's location on Foursquare
- Take control of your location and engage with people who "check in" there
- Develop special offers on Foursquare to encourage your audience to come to your location and spread the word

Who should attend: Curators, directors, bloggers, comms and media teams, web teams and developers, journalists

Facebook: Pages and Groups

Aim: To understand the differences between Facebook Fanpages and Facebook groups, what you can achieve with them, and how they can be used for your organisation.

Objectives: By the end of the workshop you will be able to;

- Understand the difference between Pages and Groups on Facebook
- Decide which is the best choice for your organisation
- Create a Fanpage and Group
- Communicate and interact with your audience using your Fanpage or Group
- Use Facebook Insights to track the activity on your page
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Who should attend: Social media teams, PR reps, bloggers, activists, journalists, marketing staff, web team staff

Facebook: An Introduction

Aim: To increase your understanding of Facebook, how you can develop your organisation's presence on it and how it can be used to reach a wider audience.

Objectives: By the end of the workshop you will be able to;

- Understand what Facebook is
- Create your own Facebook account which can later be used to control profiles for your organisation
- Understand what the News Feed is and how you can use it
- Find and follow organisations that you admire

Who should attend: Social media teams, PR reps, bloggers, activists, journalists, marketing staff, web team staff



Search Engine Optimisation: An Introduction

Aim: To give you an understanding of SEO, where to start with search engine optimisation and how to improve your visibility to Google

Objectives: By the end of the workshop you will be able to;

- Understand how Google ranks websites
- What to look at on your website to improve your ranking in Google
- What to do on a the wider web to improve your ranking in Google

Who should attend: Marketers, entrepreneurs and anyone who needs to understand the first steps for optimising their website for search engines.



sounddelivery is an award-winning digital media training, production and communications agency. We're passionate about storytelling. We help organisations understand and participate in social media, build confidence and knowhow through practical, hands-on training, create powerful content that engages and inspires people into action and give a voice to people that are under-represented in mainstream media.

We specialise in working with organisations in the public, non-profit, community, cultural and heritage sectors, as well as businesses with a strong social commitment.

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Powerful e-Communications

Aim: Even with the rise of social media, e-newsletters are still a popular and useful way of communicating with your audience. This workshop will enable you to run an effective email marketing campaign.

Objectives: by the end of the workshop you will be able to:

- Understand why e-newsletters and e-communications are still relevant
- Develop and write engaging, interesting copy
- Create an e-newsletter and track response rates
- Begin to develop a strong e-communications policy

Who should attend: PR officers, media teams, bloggers, journalists, web developers, curators, comms teams, CEOs