



# SOCIAL MEDIA WORKSHOP

10.00am – 10.45am	How to build a successful social media strategy	
10.45am – 11.30am	Understanding blogs and blogging	
11.30am – 11.45am	Break	
11.45am – 12.30pm	Using social networks for business	
12.30pm – 1.15pm	Working with business networks	
1.15pm – 2.00pm	Lunch	
2.00pm – 2.45pm	The wonderful world of Twitter	
2.45pm – 3.15pm	Managing online PR	
3.15pm – 3.45pm	SEO	
3.45pm – 4.00pm	Break	
4.00pm – 4.30pm	Understanding niche communities, aggregators and social bookmarking	
4.30pm – 5.00pm	Designing your own social media toolkit	