

MARKETING YOUR TOURISM BUSINESS

WITH SOCIAL MEDIA



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SESSION DESCRIPTION

What is the session about?

This information session will introduce you to the concept of social media and how it can be used to promote (yourself and) your organisation. There will be a swift, jargon-free run-through of what is available (most of it free).

It will include a list of where to go for additional information and will end with a list of recommendations of what to do next.

What are the session objectives?

The objectives of the session are as follows:

- ✍ To introduce you to the new tools and what they do
- ✍ To introduce you to the new terminology
- ✍ To suggest ways in which you might use the tools to promote your organisation
- ✍ To warn you about pitfalls and expenses you might incur along the way

Who is the session for?

This session is for anyone who wants to gain a quick-fire overview of what social media is. It is most suitable for absolute beginners, and only a basic working knowledge of the world wide web is assumed.

Those who already use some forms of social media (perhaps on a personal basis) will gain an insight into how this could be translated to business purposes. And, they will find their knowledge and awareness is increased of the new tools available.

PRESENTER

Dawn Baird MSc

Dawn Baird is a partner in **Sensei Learning and Performance**. She specialises in Training for Trainers; IT Training; Social Media; Customer Service; and Personal and Professional Development (particularly Assertiveness). She also consults on the use of social media in your small business. Dawn teaches in the School of Education, Queens University Belfast and runs regular workshops on social media. She is a prolific blogger and can be found tweeting from dawn 'til dusk!

INFORMATION

When Tuesday 07 April 2007
18.00 – 20.00pm

Where Groarty House B&B
62 Groarty Road, Londonderry

Cost £15.00 per person
Please make cheques payable to 'Adventure Team'

CONTENT

Social Media

- ✍ What is it? Isn't it just for teens? Why would I be interested?

Jargon

- ✍ Terminology surrounding social media. What it means.

Communication

- ✍ Instant Messaging; Email; Skype; Newsletters

Social Networking

- ✍ Social Networks (Facebook, Twitter, LinkedIn, VisualCV)
- ✍ Which ones are most useful for me and my business?

Blogging

- ✍ What is a blog?
- ✍ Setting up your own (including costs)

Podcasting, Video, Photos

- ✍ What is a podcast?
- ✍ Is it for me?
- ✍ Using photos online

Bookmarking & Tagging

- ✍ Delicious; StumbleUpon; Digg

Mapping

- ✍ Using Google & Yahoo to promote your location

Where do I go from here?

- ✍ Suggestions for what to do next
- ✍ Where to find additional information

NOTES

n/a

CONTACT

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