

Social Media

10am, Monday 8th February 2021
 6pm, Wednesday 10th February 2021
 2pm, Friday 12th February 2021



This session will introduce volunteers to different kinds of social media, what each is good for, who the audiences are, and how to engage with them.



Communities will have access to improved skills in online communication and will feel more empowered to share their heritage stories with new audiences.

By sharing outreach and technology skills communities will create a solid base for sustainable collaboration.



No IT ability is needed to be part of this project. Support in improving skills will be provided to all who want it.

Some of the activities we'll be talking about will require access to social media on a computer, tablet, or mobile phone.

Start	Introduction by Viv Cooling, Local Community Officer
45 min	Introduction to some different Social Media platforms
	<i>At this point it would be nice to hear from attendees about their communities' own Social Media activities so far – good responses? Pitfalls or difficulties? Pros and cons?</i>
	Why use Social Media?
	What kind of media can we publish?
	Integrating other HCT Digital 2021 content (360° tours, Memorials)
	Storytelling and interpretation
10 min	10 minute break
50 min	Managing group accounts
	Housekeeping and GDPR
	Where do I get help?
	Wellbeing and difficult conversations
	What to do next
	<i>Finish</i>