



Institute of  
European  
Democrats

## IED Social Media Workshop Learn how to use social media

6- 7 March 2020

Thon Hotel EU, Brussels

**Twitter, Facebook and LinkedIn have become vital tools for doing business and public affairs. But do you know how to make the most of these platforms contribute to the debate? Training offered to the Social media officers of the Member organisations of IED.**

### Goal

By the end of the workshop you will be able to identify where discussions important to you and your organisation are taking place online, develop a social media campaign strategy and understand the pros and cons of using different platforms to drive your message home.

### Programme

- How social media can help your organisation meet its goals in the policy-making environment
- Social media success stories (and failures) to learn from
- Finding and reaching your audience online
- Creating appropriate content on the right channels at the right time
- Analysing and improving your online campaign tactics
- Growing your numbers of followers and fans
- Engaging your audience and getting them to take action

### Tip

This course is aimed at participants with a basic knowledge of social media.

### Trainer

Jon Worth has worked with EU institutions to help them improve their social media strategies, writing for the web, and policy advocacy online. He is best known for his blog – one of the longest running blogs about EU affairs.

### Schedule:

- Friday 6 March, **10:00-17:00** (lunch & dinner included)
- Saturday 7 March, **9:30 -13:30** followed by a lunch

### Conditions:

-Training offered to the Social media officers of the Member organisations of IED

-Register here before 21 February: <https://forms.gle/T8n8CGg4KPDHPWSW6>

**More information/ questions ?** [johanna.touzel@iedonline.eu](mailto:johanna.touzel@iedonline.eu)