

## PROGRAM

### Social Media Management for Business and European Projects

<b>25<sup>th</sup> of October, 2018</b> Schedule: from 8:30 AM to 13:00 PM	<b>26<sup>th</sup> of October, 2018</b> Schedule: from 8:30 AM to 13:00 PM
<ul style="list-style-type: none"><li>• <b>Welcome &amp; introduction: Why you should be on Social Media</b></li><li>• <b>The role of the Social Media Manager</b></li><li>• <b>Social Media tools you should know (part 1)</b></li><li>• <b>Social Media Strategy, elements to include &amp; ROI</b></li><li>• <b>Twitter</b> (Marketing best practices, metrics and successful cases)</li><li>• <b>Social Media for events</b></li><li>• <b>LinkedIn</b> (Marketing best practices, metrics and successful cases)</li><li>• <b>Crisis Management on Social Media</b></li><li>• <b>Pinterest</b> (Marketing best practices, metrics and successful cases)</li></ul> <p style="text-align: center;">Q&amp;A session</p>	<ul style="list-style-type: none"><li>• <b>Slideshare</b> (Marketing best practices, metrics and successful cases)</li><li>• <b>Social Media tools you should know (part 2)</b></li><li>• <b>Google+</b> (Marketing best practices, metrics and successful cases)</li><li>• <b>How to carry out a Social Media Audit</b></li><li>• <b>Facebook</b> (Marketing best practices, metrics and successful cases)</li><li>• <b>Stakeholder engagement</b></li><li>• <b>YouTube</b> (Marketing best practices, metrics and successful cases)</li><li>• <b>Instagram</b> (Marketing best practices, metrics and successful cases)</li><li>• <b>Social Media monitoring platform</b></li></ul> <p style="text-align: center;">Q&amp;A session</p>