

PROGRAM

Social Media Management for Business and European Projects

March 14th, 2019 8:30 AM-01:00 PM	March 15th, 2019 8:30 AM-01:00 PM
<ol style="list-style-type: none">1. Introduction: What should I know about Social media?2. The role of the Social Media Manager3. Social Media Strategy - Elements to define and ROI4. Social Media Calendar - Tips and best practices5. Social Media tools you should know about (part 1)6. Twitter - Best practices, metrics and successful profiles7. Social Media for events - Tips and best practices8. Crisis management on Social Media - Tips and best practices9. Slideshare - Best practices, metrics and successful profiles	<ol style="list-style-type: none">1. GDPR and Social Media - What is at stake?2. Social Media tools you should know about (part 2)3. LinkedIn - Best practices, metrics and successful profiles4. Social Media Audit - Tips and best practices5. Facebook - Best practices, metrics and successful profiles6. YouTube - Best practices, metrics and successful profiles7. Stakeholder engagement (Influencers, bloggers, employees)8. Pinterest - Best practices, metrics and successful profiles9. Instagram - Best practices, metrics and successful profiles
<p style="text-align: center;"><i>Q & A Session</i></p>	<p style="text-align: center;"><i>Q & A Session</i></p>