

South West and Mid Wales Regional Library Partnership (SWAMP)

Libraries 2.0: Social Media for beginners

This one day course is intended to introduce beginners to the world of social media and help them understand the importance of the library sector engaging with customers and colleagues through these channels.

The course provides a blend of practical hands-on experience together with examples and advice about how to use social media to communicate with customers or as part of your professional development. The course covers some of the most popular social media tools available online, including Facebook and Twitter.

By the end of the course, using practical hands-on tuition and advice, you will have an understanding of the following:

- How to set up personal or work related accounts
- How to populate your accounts with basic content
- How to link accounts
- How to minimise risks

You will also be given advice on:

- Why you should use social media
- How it can be used as a marketing tool
- How it can assist in user engagement
- How it can be used as a professional development tool

Examples will be provided on how it is currently being used in the library sector.

Course outline

The course is split into two sessions with a maximum capacity of 30 attendees (15 per session). The sessions will alternate i.e. those attending session A in the morning will attend session B in the afternoon and vice versa.

Session A

Social Media / Web 2.0: What's it all about?

Why use it?

What does it mean to me or my organisation?

Building the business case

Session B

Starting from scratch!

Creating social media accounts:

- Facebook
- Twitter
- YouTube
- Flickr
- Blogger

Adding content, linking accounts, basic e-safety, copyright and authenticating, creative licenses, and developing a voice for your library.

Timings

09.30 – 10.00	Registration and tea / coffee
10.00 – 12.30	Morning sessions
12.30 – 13.30	Lunch
13.30 – 16.00	Afternoon sessions
16.00 – 16.15	Evaluation forms, Next steps