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| **Social Media & Marketing Skills for Community Groups:**Diving into the world of social media can be overwhelming but it’s a free, simple and effective way to promote your organisation.**Who is the course for?**The course is for anyone who might wish to upgrade the social media and marketing skills in order to attract more membership & engagement in community groups.The course which will be delivered by Jessica Birtwistle, the Marketing & Box Office Manager at The Old Rep (Birmingham), offers a crash course in the basics of the big three social media platforms: Facebook, Twitter and Instagram.The workshop will be divided into two separate sessions, a three-hour session on Sat 22nd July (10am-1pm) and a two-hour session on Thur 27th July (6pm-8pm).**You will learn:*** How to create an account or page (if you don’t have one already)
* How/when/what to post on each platform
* How to interact with your followers and the wider community
* How to boost your following
* Why social media can be so valuable to your organisation
* How to schedule posts for the most engagement
* How to interpret insights and data to improve your reach
* How to recognise and establish your ‘voice’
* How and why to use social media adverts to reach a new audience

**You will need to bring:*** A fully-charged smartphone, tablet or laptop. If you are unable to bring any of these, speak to a member of the LGBT Centre team.
* Login details and passwords for your organisation’s social media account

**Time:** Saturday 22nd/07/2017(10-1pm) & a follow up session on 27th/07/2017(6-8pm)**Place:** Training Room, Birmingham LGBT CentreREGISTRATION FORM. Please this form in and email completed form toEventscoordinator@blgbt.org |
| **1.** | **Name:** |  |
| **2.** | **Mobile Phone Number** |  |
| **3.** | **Current Community Group (or a name for one you are thinking of setting up.)** |  |
| **4.** | **Email Address:****Post Code:** |
| **5.** | **What do you hope to achieve from this training?** |
| **6.** | **Do you have any health or disability support requirements that would be helpful for us to know about ?** |
| **7.** | **Are you able to bring along a laptop, iPad or Smartphone ?****(These will be needed for the course. Please email the event coordinator on the email above if you have any queries about this.)**  |
| **8.** | **Are you able to attend both sessions?** |