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## **Course Outline**

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### **Introduction to Social Media**

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<b><u>AIM OF COURSE</u></b>	To help Members understand the impact of social media sites such as Twitter, Facebook and YouTube and help them to engage and interact in the world of social media.
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COURSE OBJECTIVES	At the end of this course Members will:- <ul style="list-style-type: none"><li>• have an understanding of social media tools and terminology</li><li>• understand the relationship between traditional media and social media</li><li>• understand how people are using social media sites</li><li>• understand how other councils use YouTube to communicate key messages</li><li>• be aware of how a strategic approach to social media and blogging can be developed</li><li>• understand the importance of social media in the Council's reputation management</li><li>• understand the rules of engagement – the do's and don't's of social media relations.</li></ul>
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CORPORATE OBJECTIVE	<b><i>To make a difference to our public</i></b>
WHO FOR	<b>All Members of the Council (HR)</b>
DATE	Wednesday 28 October 2009
TIME	1:30 pm and 7.30 pm
LOCATION	Committee Room 4, Civic Suite, Rayleigh

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**Introduction to Social Media 28 October 2009****Extract of comments relating to course content**

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**Comments: Afternoon:**

- (1) None the wiser of how any of it works.
- (2) Very interesting. Very good knowledge of subject.
- (3) Very relevant, must be updated over the years that interactive media evolves.
- (4) The whole afternoon was very well done.
- (5) Well done.
- (6) As a member of the Standards Committee, I did not feel that the course covered enough about the pit falls of social media for Councillors.
- (7) A lot of information covered, especially for those who did not know much about the subject.
- (8) Excellent In terms of communication with the younger generation.
- (9) Although interesting; I did not think that it was too relevant to Councillors.

**Evening:**

- (1) Need to be aware.
- (2) Useful viewpoints.
- (3) Well presented.
- (4) Too long due to interruptions (although interruptions were relevant).
- (5) A very diverse subject to cover on one session.
- (6) Finding the negatives is more important at times that the positive.