



Social Media Bootcamp for Beginners

PAPA2581 (Nov), PAPA2582 (Feb) PAPA2725 (May)

Learn how to set up and use social media tools so you can be comfortable in the most useful, and used, social platforms for personal and professional purposes. This workshop will be a hands-on process that will enable you to set up your personal brand, and utilize social media to communicate with your family and friends, enhance your career opportunities, engage with your community, or if you are an entrepreneur, ensure your business is on the map. In a non-intimidating environment, you will have the opportunity to delve into Twitter, Facebook, Foursquare, LinkedIn, Wordpress, along with some other fun tools you may want to dip your toe into for fun! Coaching and support will be offered throughout as you gain confidence using the tools and understanding how to network online.

Topics:

- Overview of top social media tools
- Set up of social media accounts with your personal brand in mind
- Learning about protecting your privacy, what to share, what not to share
- Finding your 'voice' for social media
- How to use the tools for your career or business,
- Cool tools for photo sharing and awesome apps
- Ensuring your digital footprint is professional but reflective of who you are

Learning Outcomes:

- The ability to utilize Twitter, Facebook, Foursquare, LinkedIn, and blogs for personal and professional purposes
- Understand how to network using active social media tools
- Define your online identity and understand how new media can enhance your career
- Be able to identify what tools will work best for your personal and professional needs
- Gain confidence in cross-channel communications and uploading rich media

Facilitator: With a degree in theatre direction, and over 20 years in communications, **Margaret Doyle** is excited to be working and currently studying (with New York University) on how narrative can be experienced in an immersive way through new media. Helping business' find their message and tell their stories is what ignites Margaret's work and using digital media to evoke a compelling story is her specialization. Coaching and mentoring is integral to her approach with clients, and she is thrilled to see success from campaigns she has designed for companies using multi-platforms with highly crafted, strategic copywriting and use of transmedia to make her customer's story an unforgettable, participatory experience.

Length: 1 day

Date: Fri, Nov 18, 2011, Wed, Feb 22, 2012, or Thurs, May 31, 2012

Times: 9am - 5pm

Cost: \$125 (tax exempt)

Best to Register By: Fri, Nov 4, 2011, Wed, Feb 8, 2012, or May 17, 2012

To Register:

Register online at <http://www.royalroads.ca/continuing-studies> using Visa or MasterCard; or by telephone, Monday to Friday, 9:00 a.m. – 4:00 p.m. at **250-391-2600, ext. 4801**; or **Toll Free at 1-866-890-0220**. Or, come by in person to the Continuing Studies reception area in the **Grant Building, 2005 Sooke Road**, Victoria, BC, Canada V9B 5Y2.

