

Consumer PRO – “Boosting your Social Media Presence!” training workshop Agenda

Session 1 - “An introduction to creating a Social Media Strategy and to Social Media Platforms”

Friday 27th January 09:30 – 13:00 CET

Exact timing of the different parts below is still subject to change

Time	Title
09:30 – 09:45	Open & Welcome words
09:45 – 10:15	Get to know each other + warm up to topic
10:15 – 11:05	Introduction to Social Media strategy and to Platforms, Oriana Henry, BEUC <ul style="list-style-type: none"> - The key elements to building a social media strategy <ul style="list-style-type: none"> o Audience o Goals o Measuring success o Tools and Platforms - Pro-tips
11:05 - 11:20	Break
11:20 – 12:50	Reaching your audience via different tools <ul style="list-style-type: none"> - Interactive group exercise to explore how to reach different audiences and goals using social media platforms.
12:50 – 13:00	Session close

Session 2 – “Using Social Media for branding and running consumer campaigns”

Wednesday 1st February 09:30 – 13:00 CET

Time	Title
09:30 - 09:40	Opening/Welcome
09:40 – 11:10	<p>Reaching your organisation's goals via social media</p> <p>Introduction and presentation “Behaviour Change and Social Media Engagement” by Mariana Nicolau, Centre on Sustainable Consumption and Production.</p> <p>Panel showcasing case studies that used social media for campaigning and branding</p> <ol style="list-style-type: none"> 1. Building brand awareness amongst younger audiences, Citizens Advice, UK 2. Story telling for video content, Test Achats/Test Aankoop, BE 3. Making use of a political opportunity, Forbrugerrådet Tænk, DK
11:10 – 11:20	Break
11:20 – 12:50	<p>Copywriting / good messaging – Andrew Manasseh, Formative Coms</p> <ul style="list-style-type: none"> - Presentation of cross-cutting principles for good messaging. - Interactive exercise on copywriting.
12:50 – 13:00	Close of session & Evaluation

Session 3 – “Creating audio and visual content for Social Media”

Friday 3rd February 09:30 – 13:00 CET

Time	Title
09:30 – 09:40	Welcome + Introduction
9:55 – 10:25	Starting a podcast - Eda Hekšová, CEO dTest How to start a podcast from scratch: dTest Experience.
10:25 – 10:30	Break
10:30 – 11:30	How to create visual content for social media (Part1.) – Dorothee Fischer, CEO Legado Sharpe & Fischer: <ul style="list-style-type: none"> ▪ Planning of your videos including different possible formats; ▪ Demonstration of Canva
11:30 – 11:40	Break +
11:40 – 11:50	Test out Canva
11:50 – 12:50	How to create visual content for social media (Part 2. II) – Dorothee Fischer, CEO Legado Sharpe & Fischer: <ul style="list-style-type: none"> ▪ Collecting feedback ▪ Checklists for technical equipment and processes ▪ Recap
12:50 – 13:00	Close of session