

Social networks as professional tools

Facebook, Twitter, LinkedIn, Youtube, Flickr, Soundcloud... It is difficult nowadays to chose among the multitude of social networks and sharing platforms that exist to present you project. But, if they are used correctly, these tools can become real allies in the diffusion of information and the creation of a solid network.

Phase

Pre-Production, Post-Production

Subject

Promotion

Target groups

Artists, Creative and Cultural Professions

Sectors

for all sectors, photography, visual and graphic arts, music, webdesign, dance, media, performing arts

Level of experience

for all levels, Beginners, Intermediary, Experienced

Prerequisites

Have an account on one or more platforms. Have participated to the training "Network: a leverage for creative professionals".

Comments

It is not foreseen to go in-depth regarding the technical aspects of these tools (e.g.: how to change your profile picture, how to post a message,...)

Description

Based on pratical examples and on the experience of the participants, this training will allow you to gain extensive knowledge about the tools and to chose which ones are most adapted to your project.

Content

» Introduction on the contribution of social networks

- » Characteristics and specificities of the major social media platforms (Facebook, Twitter, LinkedIn, Google+, Soundcloud, Mixcloud, Bandcamp, Youtube and Vimeo)
- » Establishing a communication strategy adapted to the social media (objectives, actions and measurement of their impact)
- » Definition of a content adapted to your different targets

Method

Active methodology, putting the accent on the participants' inputs and giving them the possibility to exchange among peers. Presentation by the trainer as an expert of that field.

Objectives

- » To acquire knowledge on the specificities and the contributions of the main social media platforms
- » To know how to maintain your contacts
- » To have the needed knowledge to chose the useful platforms according to your projects
- » To know how to proceed to establish a communication strategy adapted to the social media
- » To have a clear idea of the type of content to share and disseminate, according to the target groups

Results

- » To be able to chose the useful platforms according to your projects
- » To be able to communicate on these platforms and how to maintain your contacts

Resources

- » bibliography
- » Basic equipment (computer, video projector, flipchart, wifi)

Evaluations

Questionnaire to be filled out by the participants (paper and online versions exist)

Support material

Powerpoint distributed to the participants, Other documents distributed to the participants

Other related recommended resources

Our training "Network: a leverage for creative professionals" is complementary to this one.

Duration

7 h

Participants

up to 12

Course language(s)

Français, English

Past track experience

since 2013

Trainer

Solange De Mesmaeker

Organisation

SMartBE

Contact

Sophie Ypersiel