

## Training for the councillors and staff on a social media conduct awareness

### **OPTION 1: Recommendation from and SLCC trainer (6.30-9.30 pm Doggetts Barn)**

As this will be a 'closed' event, and you are able to provide / organise the venue and any refreshments required, we would just charge you the cost of the trainer (.

Here are the options currently available:

#### **Trainer 1:**

- Will cost £912.50 + VAT, and doesn't require accommodation
- Dates currently available:
  - February 2020: 10th / 11th / 12th / 18th / 19<sup>th</sup>
  - Other dates available

#### **Trainer 2:**

- Will cost £800 + VAT (plus the cost of accommodation)
- Dates currently available:
  - February 2020: 4th / 5th / 18th / 19<sup>th</sup>
  - Other dates available

BRIEF: The types of things I think should be included in the training are:

- effective good practice
- managing positive and negative stories effectively
- how to get the best from social media
- consideration of the separation of councillor persona from private social media user (if indeed there can be any separation these days)
- dealing with trolls and highly negative commentaries

### **OPTION 2: Barry O'Brien, Learning & Development Co-ordinator, Local Government Information Unit (times tbc)**

Social media session in-house for up to 18 members at £795 + expenses + VAT. Expenses will include travel costs.

Please see below an outline of the session:

#### **Using Social Media Effectively for Local Govt.**

This training and development day is designed to enable delegates with the skills, confidence and plan to use social media more effectively. The course will concentrate on effective good practice, brand management, using social media to listen and choice of social media networks.

The session will be highly interactive and delegates will be encouraged to take advantage of the networking opportunities from the day and discuss current challenges facing organisations using social media.

The objectives of the course are:

- To consider how your organisation's or department's message and brand can be supported effectively on social media
- To be aware of good practice, staying legal and managing positive and negative stories effectively
- To understand the importance and of how to use social media for listening and understanding your service users.
- To consider how to get the best from social media –creating interesting content, engaging and two-way communication.
- To be aware of the different uses of the most popular social media platforms and their relative strengths, including Facebook, Twitter, Instagram and LinkedIn and WhatsApp and awareness of using social media management tools.
- As part of the programme, participants will be able to build an action plan based on a topic or issue that they are currently considering.