

How can social media enhance student engagement and increase your visibility?

Digital Communications Workshop

For Further Education Colleges

Wednesday 25th January 2012, 10am - 4pm at NYBEP, York

NYBEP working in partnership with Digital Footprints invites you to attend a full day workshop on using social media to gain exposure and engage potential students, alumni and the local community.

- Create a strategic vision for your college or department's digital footprint
- Select the right social media website based on your unique objectives
- Engage your audience online and manage their expectations
- Identify and make best use of free resources to run a digital campaign
- Explore creative uses of social media by others in your area of interest
- Setup a Twitter or Wordpress account
- Attract your alumni network to engage existing students

This workshop is suitable for senior management, support staff and heads of department. Your facilitator will provide relevant case studies and expert advice to help you reassess your objectives for going online. You will learn how to publish and share information on the basis of shared values to achieve meaningful outcomes.

"I liked everything about this session because... it is discussing the little things that actually make a difference." (Praise for a Digital Footprints workshop)

Workshop Facilitator: Dr Abhay Adhikari

Dr Adhikari develops digital engagement strategies for the arts, culture and education sectors. He has a research background in education ICT and has worked on a range of global web-based projects with private, public and voluntary sector organizations including BBC World Service Trust, British Council and Zubaan. He also lectures on themes such as creative audiences and enterprise development, and works with schools on a number of initiatives.

This workshop is part of a series of events taking place during Digital Communications Week, which runs from Monday 23rd to Friday 27th January 2012. For more information visit www.nybep.org.uk

Cost: £120 + VAT per delegate. Light buffet and refreshments will be provided.

To book please contact Ailsa Brown at NYBEP via ailsa@nybep.org.uk or call 01757 703433 or 07824 874216.

Are you a member? Find out more at www.nybep.org.uk/718/engage/

NYBEP is an accredited provider of education business services.
Our vision is to nurture talent for successful futures.

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Delegates attending this workshop will also get the opportunity to hear about and book the following workshop for students in their home institution:

Enterprise, employability and research skills for students

An introduction to digital communication skills

In this workshop students will develop a Digital Identity based on their academic and professional interests. Through a series of activities they will learn how to use social media for networking and collaboration. This includes finding project partners, starting a conversation with potential employers or sharing their achievements.

Workshop outcomes include:

- Express goals, achievements and ideas online
- Create an action plan to explore professional and academic opportunities
- Discover potential employers, clients or create an audience for your work
- Learn how to share information using blogs and Twitter
- Safeguard your privacy and manage your digital footprint on the Internet

“Very insightful – words and language and how to put them together – beginning to think like a computer search engine is putting a completely new spin on clever networking...”

(Praise for a Digital Footprints workshops)

To book your place on the Digital Communications Workshop or find out more about Research Skills for Students, please contact Ailsa Brown at NYBEP via ailsa@nybep.org.uk or call 01757 703433 or 07824 874216.