

NYBEP and Digital Footprints invite you to masterclasses in digital communication

Friday 27th January 2012 at NYBEP, York

Masterclass 1: 9am – 12pm, Masterclass 2: 1pm – 4pm

Masterclass 1: Twitter

This session will help you to use Twitter to share and publicise your professional activities to an online audience. Through a series of mind-mapping activities you will create a unique voice for publishing information. You will also receive hands on training to enter into conversations with like-minded people to achieve meaningful outcomes. Workshop outcomes include:

- Define objectives for using Twitter – networking, collaboration or outreach
- Create a profile statement and select a photograph to introduce yourself
- Understand the various features and Twitter jargon – FF, Hashtags, DM
- Interact with people in your area of interest
- Plan how to use Twitter on a day-to-day basis
- Protect your professional and personal lives

Masterclass 2: Blogging and Writing Effective Website Content

This session will help you use Wordpress to set up and run a blog for your school, business or project. Through a series of planning activities you will learn how to write content to create blog posts or to improve you existing website.

- Define clear objectives for creating a blog
- Register a new Wordpress account and set up your blog
- Explore the Wordpress control panel and use its features
- Plan a series of blog posts and create content
- Use your blog to network and get noticed by the right audience

Dr Abhay Adhikari – who will lead the masterclasses – 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.

Both workshops are suitable for beginners and existing users of Twitter and blogs. You will be required to bring your own laptop for both workshops.

Cost: £80 +VAT per delegate, per workshop or £120 +VAT for full day. A buffet lunch and refreshments will be provided. To book or to speak to someone in more detail about the workshop please contact Ailsa Brown at NYBEP via ailsa@nybep.org.uk or call 01757 703433 or 07824 874216

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