

# How can the Internet and Social Media benefit your school?

## Essential Internet and Social Media Skills

A CPD workshop for Secondary School teachers

Tuesday 24<sup>th</sup> January 2012, 5pm - 8pm at NYBEP, York

NYBEP working in partnership with Digital Footprints invites you to attend a CPD workshop on using Social Media and the Internet. The workshop outcomes include:

- Select the right social media website – blogs, Twitter, Youtube
- Promote your school and showcase best practice to other educators
- Explore how other schools are using social media
- Create new learning content for your students
- Protect your personal and professional profile
- Reach out to parents and the local community

Digital Footprints is delivered by Dr. Abhay Adhikari to provide teachers with a practical understanding of social media and the Internet and how it can be a useful resource for your school. This interactive workshop will help you create a strategic action plan to promote your school both in the community and to a wider audience. The workshops are delivered in simple English and you will receive expert advice to help clarify your objectives for going online.

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

Dr. Adhikari develops digital engagement strategies for the arts, culture and education sectors. He has a research background in education ICT and completed his PhD at the University of York. He setup Dhyaan Design in 2003 and has since 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. Dr. Adhikari also has a keen interest in critical reflection on the Web and the notion of Digital Identities. He has managed 11 Social Media Surgeries in York that were funded by the City of York council and organized a similar event in New Delhi, India.

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](http://www.nybep.org.uk)

**Cost: £80 plus VAT per delegate. Light buffet and refreshments will be provided.**

**To book please contact Ailsa Brown at NYBEP via [ailsa@nybep.org.uk](mailto: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/](http://www.nybep.org.uk/718/engage/)

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Our vision is to nurture talent for successful futures.