
Social Media

Overview

This session will give participants a quick framework for thinking about how to increase their audience and gain greater engagement.

Who will find this session relevant?

You may be a follower on Twitter or enjoy Facebook with your friends and family but how do you go to the next level in using social media to promote your support group/rare disease?

This session will appeal to all levels of experience and you can expect to benefit from Emma's clear process on delivering your own strategic plan.

Covering the following

- **An overview of some of the social media platforms available, what they're good for and who's using them**
- **Defining your message and creating a clear call to action**
- **Who's your target audience?**
- **Making your content interactive and dynamic, increasing your engagement**
- **Who can help spread your message?**
- **Measuring your success and keeping your audience engaged**

Activities

To include:

- Discussing examples of best practices within the group
- Drawing up your own strategic plan
- Q&A session

Session One is repeated at the following times:

11:30 to 12:30 (1 hour)

13:30 to 14:30 (1 hour)

Emma Damian-Grint



Emma is Director of Fundraising and Communications for Genetic Alliance UK. Emma leads on strategy and operations on income generation and communications across Genetic Alliance UK, Rare Disease UK and SWAN UK. Emma previously worked for the Tuberous Sclerosis Association, as Head of Fundraising and Communications.

Full biographies can be found in Welcome Packs handed out on the day