

Making an Impact with your Library's Social Media

Jointly presented by CONUL Training & Development and CONUL Communications & Outreach Group

Venue: The Creative Zone, Boole Library, UCC

Date of Seminar: Friday 25 January 2019

Course: CONUL T&D 2019 : 02

Presenter: Cian Corbett, Social Media Marketer & Lecturer.

Programme:

1000 Arrival, registration & networking (tea/coffee)

1030 Welcome and introduction to the Social Media Landscape 2019

1045 Exploring the new Facebook Universe

Facebook, Instagram, Whatsapp, Facebook Messenger

Facebook for Libraries

- State of Play - Stats
- The mechanics of Facebook
- Successful Facebook Content
- Organic Reach Vs Paid Reach
- Reaching your audience with Facebook Advertising
- Building your following
- Case Study

Instagram for Libraries

- State of Play - Stats
- The mechanics of Instagram
- Successful Instagram Content
- Organic Reach Vs Paid Reach
- Reaching your audience with Instagram Advertising
- Building your following
- Case Study

Twitter for Libraries

- State of Play - Stats
- The mechanics of Twitter

- Successful Twitter Content
- Building your following
- Listening to Twitter
- Trending Hashtags
- Twitter Advertising
- Case Study - building an audience, developing relationships

1300 - 1400 Lunch (provided in venue)

Snapchat for Libraries

- State of Play - Stats
- Snapchat Features
- Snapchat Content
- Building Your Following
- Snapchat Advertising

Social Media Strategy

- Choosing your Objectives
- Strategy Vs Tactics
- Defining your Strategy

1540 Discussion

1600 Close of seminar

Seminar organised by CONUL T&D and CONUL Communications & Outreach Group

BIOGRAPHICAL NOTES

Cian Corbett

Cian is a Social Media Marketer and Lecturer. Having conducted his first social media campaign in 2006, he spent 6 years with Radical and Core Media leading the Social Media team who won Social Media Agency of the Year 5 years in a row. During this tenure, he enjoyed developing award-winning Digital strategies for Three, Spar, Road Safety Authority, Toyota and Aviva.

He is a regular keynote speaker delivering speeches on Digital and Social Media Marketing and has spoken at 3XE 2018, Amplify Digital 2018, Social Media Summit 2017, Get Social 2016, LinkedIn Agency Masterclass 2016 as well as keynotes for The Institute of Directors, NDRC Launchpad 5, Dublin Chamber of Commerce, Dublin City Enterprise Board events and Aviva Stadium and Irish Sporting staff.

He is an experienced social media lecturer currently delivering the Digital Marketing Institute's Social Media modules in IBAT college. Over the past 7 years, he has designed and delivered Social Media courses for SocialMedia.ie, NUI Maynooth, Olas, SureSkills and the Digital Marketing Institute.