

SOCIAL MEDIA WORKSHOP – IMPROVEMENT EAST AND COLLEAGUES

THURSDAY 11 FEBRUARY 2010 – 10.30AM – 3PM

AGENDA

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|----------|----------------------------------|
| 10.30 am | Introduction |
| 10.45 am | Inbound Marketing |
| 11.00 am | Search Engine Optimisation |
| 11.45 am | Blogging |
| 12.30 pm | LUNCH BREAK |
| 1 pm | Twitter |
| 1.45 pm | Social Networks |
| 2.30 pm | Monitoring and Measuring Success |
| 3 pm | Wrap up |