



**Social Media Strategies  
for Public Sector  
Organisations**

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**4-5 November 2019**



This two-day course has been designed specifically for staff in the Irish Public Sector with the objective of significantly improving communication and engagement with citizens by enabling staff to plan, develop and manage effective social media strategies that meet the needs of their clients.

The course is led by an experienced social media practitioner and is designed for staff responsible for the oversight and/or development of social media programmes. Participants will learn from a mix of presentations, critical reviews, reflective learning and practical exercises and will also produce a social media framework for their organisations.



## THE COURSE CONCENTRATES ON THE FOLLOWING AREAS:

- » Preparing a Social Media Strategy and Content Plan for an Organisation.
- » Developing Content for Social Media.
- » Developing a Social Media Policy.
- » Improving the Management and Resourcing of Social Media.

## WHO SHOULD ATTEND?\*

- » Managers and Directors at middle and senior levels who are responsible for social media programmes and initiatives within their organisation.
- » Staff at all levels responsible for social media management.
- » Communications and IT Staff, Managers and Directors.

## WORKSHOP CONTENT:

- » Introduction to Social Media - Key Trends
- » Social Media Review and Benchmarking
- » Best Practice Social Media Use in the Public Sector
- » Preparing a Social Media Strategy and Content Plan
- » Practical Social Media Skills in Key Social Media Platforms
- » Planning for Social Media and Content Development
- » Effective Management and Resourcing of Social Media
- » Social Media Policy and Risk Mitigation
- » Reporting Success: Measurement and Evaluation

## WORKSHOP LEADER:

**The workshop is delivered by Paul McGarrity, a qualified and highly experienced social media and digital marketing practitioner and trainer.**

Paul has successfully delivered social media training courses for a range of Irish Public Sector organisations including state agencies and local government.

<http://www.linkedin.com/in/paulmcgarrity>

## COURSE COST

The cost of this two-day course is €810 for corporate members of the IPA, €900 for others. Fee includes course material, lunch and refreshments each day

## Cancellation Policy

Please note, that in the event of a cancellation less than 48 working hours before the commencement of a course, a 15% cancellation fee will be charged. Cancellation fee will also apply to non arrivals on the day.

## VENUE

This course will take place at the Institute of Public Administration, 57-61 Lansdowne Road, Dublin D04 TC62.



## TO BOOK ONLINE: CLICK HERE

### ENQUIRIES/BOOKINGS

To book your place on this two-day course please apply online via the IPA website [www.ipa.ie](http://www.ipa.ie) or contact the Central Bookings Office (details below) for a booking form.

**Numbers on this course will be limited to 15 participants so early booking is encouraged to secure a place. All bookings must be received in writing to the address below or online.**

CENTRAL BOOKINGS OFFICE  
INSTITUTE OF PUBLIC ADMINISTRATION  
57-61 LANSDOWNE ROAD, DUBLIN D04 TC62  
TEL: (01) 240 3666 | FAX: (01) 668 9135  
EMAIL: TRAINING@IPA.IE | WEB: WWW.IPA.IE

[BOOK ONLINE HERE](#)