

Consortium of Voluntary Adoption Agencies

Using social media

10.00am-4.00pm 23 January 2012

**Coram Community Campus
49 Mecklenburgh Square, London WC1N 2QA**

Programme v2

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The benefits of engaging with social media

Social media can provide quick and inexpensive ways to get closer to your supporters. The referrals between friends and networking that takes place can be a much more effective way of contacting people interested in your services than more traditional forms of marketing or communications. The use of social media to recruit prospective adopters is in its infancy, but there is no doubt that it could be useful in reaching a new cohort of adopters. For young people, using social media daily is the norm and there are possible uses in developing support for adopted young people. It is also increasingly the case that organisations gain profile through their presence in social networks, perhaps even more than through traditional marketing and PR. Taking early steps now to develop a strategy for engaging with social media could offer significant benefits, as well as helping to ensure that organisations do not get left behind – wherever the next trends make take us.

This seminar will provide an overview of how social media and social networking has changed the way we communicate and how it can be used to benefit CVAA and its members. A link to download handouts and further resources will be circulated at the end of the seminar.

Seminar programme

10.00am Registration

10.30am Welcome, introduction, background

What do we know, what do we use (quiz)?

Overview of the changing social media landscape, outlining the significant changes to the ways in which people communicate and interact, emerging demographics

The tools (including demonstrations)

- Twitter, Facebook, LinkedIn, Flickr, YouTube, blogs

11.45am Break

12.00pm The building blocks

Identifying the relevance for voluntary adoption agencies; links to CVAA communications strategy/plan; adopter recruitment

How it's done - communicating your cause (case study); integrating communications tools; speed of response

1.00pm Lunch

1.30pm People power

Increasing your following; the power of positive comments and community (case study)

Engaging staff; sharing knowledge and making connections

Adopter recruitment; reaching out and generating interest

2.30pm Break

2.45pm Building a social media strategy

Addressing concerns - privacy, accessibility, monitoring, resources

Individually and collectively; delivering the CVAA communications strategy/plan

Links for resources and further reading

Evaluation

4.00pm End