DEMYSTIFYING SOCIAL MEDIA
17th April 2012 10-12 noon Invent DCU

SOCIAL MEDIA......!
WHAT IS IT AND WHERE DID IT COME FROM?
HOW DO BUSINESSES USE IT?
Examples of successful Social Media Strategies

Workshop - Participants to work in teams on fictitious businesses and develop a Social Media Strategy for them

Feedback from teams
Wrap Up

Registration essential as places are limited
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