

## **Social Media and Museum Learning**

The Round Foundry Media Centre, Leeds  
Friday 10 December 2010, 10am – 3.30pm

This day aims to demystify social media and show you how to choose and make use of social networking tools such as Facebook, Twitter, blogging and mobile phone technologies to engage with your audience. If you have never used social media in the workplace before, or you have some experience but are keen to develop your knowledge further, this day is for you.

By the end of the day you will:

- Understand the key social media applications, how they work and which ones are most appropriate for you
- Understand some of the benefits and challenges of different social media options
- Know how your organisation can reach a wider audience using social media.

### **Programme:**

<b>10.00am</b>	<b>Arrival/refreshments</b>
<b>10.30am</b>	<b>Welcome and Introductions</b>
<b>10.40am</b>	<b>How to engage audiences using social media</b> Bryony Taylor, Lifelong Learning UK
<b>11.30am</b>	<b>Break</b>
<b>11.45am</b>	<b>How do families use technology? The potential of smartphones to support family learning</b> Lindsey Green, Frankly, Green & Webb
<b>12.30pm</b>	<b>Lunch and networking</b>
<b>1.30pm</b>	<b>Members' perspectives: how do you use social media? A chance to share experiences, questions, benefits &amp; challenges.</b> Facilitated group discussion. Send us your questions in advance and we'll try to make sure we can answer them!
<b>2.30pm</b>	<b>Break</b>
<b>2.40pm</b>	<b>Case study: Social Media at Museums Sheffield</b> Eric Hildrew, Museums Sheffield
<b>3.20pm</b>	<b>Round up and evaluation</b>
<b>3.30pm</b>	<b>Close</b>



## Speaker Profiles:

**Bryony Taylor** has over 10 years of experience working in the lifelong learning sector and 5 years as a freelancer with museums, libraries and archives. She now works for Lifelong Learning UK, the sector skills council, on programmes to help people in the workforce to use technology effectively for learning. She has a ridiculous level of enthusiasm for social media and the way it can help us to teach and learn. Bryony blogs at [www.sociallearningonline.wordpress.com](http://www.sociallearningonline.wordpress.com) and tweets as @vahva.

**Lindsey Green** is a consultant providing advice and support to those interested in using handhelds and mobile phones to connect with new audiences or exploring digital technologies. Lindsey has over 10 years experience developing creative digital products and workshops for young people and families. Previous projects include launching the first handheld guide, mobile phones and schools guide for Tate, project co-ordinator for Leeds Museums and Galleries and developing mobile strategies and concepts for English Heritage. Find Lindsey online at <http://franklygreenwebb.com/> or @lindsey\_green.

**Eric Hildrew** began his marketing career in theatre, later joining the audience development agency Audiences Yorkshire, where he specialised in market research and evaluation. He joined Museums Sheffield in 2007, and became Head of Marketing in 2009. Considering he could barely switch a computer on when he graduated with a history degree, Eric is now living proof that social networking for museums really isn't that difficult. Museums Sheffield are online at <http://www.museums-sheffield.org.uk/core/site/html/> and on Twitter as @MuseumSheffield.

### PLEASE BOOK EARLY AS PLACES ARE STRICTLY LIMITED

Cost: **FREE to GEM members**, £15 to non-members including lunch and refreshments. Bookings will be accepted on a first come first served basis. Please see conditions on the booking form.

**To book: Return the attached booking form with your payment (if required) to [info@emmakingconsultancy.co.uk](mailto:info@emmakingconsultancy.co.uk) or by post to the address given on the form.**

**\*\*\* BOOKING DEADLINE: TUESDAY 30 NOVEMBER\*\*\***