

## **Beyond the Hashtag: Social History taking on the Social Network**



**Venue :** Leeds Discovery Centre,  
Carlisle Road, Leeds, LS10 1LB

**Date:** Monday November 23, 2015

**Time:** 10am – 4pm

Would you like to be inspired to develop new ways of using your collections creatively through social media – then this seminar is for you!

This creative and practical day will encourage you to think about using your collections online in new ways. Our panel of experts will invigorate how you currently use social media and introduce you to some handy hints and tips to transform how you can engage with your audiences online.

A range of different case studies will set the scene, providing insights into projects that have cleverly harnessed the power of social media to engage audiences with collections.

### **Our experts on the day include:**

Liz Chadwick and Kitty Ross - Leeds Museums and Galleries

Adrian Murphy - Horniman Museum and Gardens

Helen Farrar - Bradford College Textile Archive

Sarah C Jane - Falmouth University & University of Exeter's Penryn Campus

To get the most from the day, we encourage participants to bring along a social media idea you would like help to develop for your own organisation. Working with our experts and other delegates you will get the opportunity to explore, discuss and develop creative and practical ways of turning your idea into reality.

### **By the end of the day participants will:**

- Be inspired by a range of case studies
- Learn more about the range of social media platforms and their potential for use with collections.
- Have a practical plan on how to develop an aspect of their collections using social media
- Gain confidence in using collections on social media and online.
- Develop creative networks in which to exchange and develop new ideas.

**Lunch and refreshments will be provided.**

Cost:

£30 SHCG Members

£40 Non SHCG members

**Bookings Close: Friday November 13, 5pm**