

# Social Media

....could it help your organisation communicate?

## Check out our Workshop!

***Yate Library – Wednesday 11<sup>th</sup> August – 1pm – 4pm***

You are no doubt familiar with the term Social Networking – you may already use Twitter, Facebook, Flickr, YouTube etc or you may be wondering what all the fuss is about!

What relevance do they have to the community and voluntary sectors? Have you thought about how social media can apply to your work in helping to support and develop your local community?

Come along to our afternoon workshop, in which we will try and answer your questions and help you look at new ways of communicating, finding information and getting your organisation/group known.

Our facilitator for the afternoon is Chris Penberthy. Chris is a lifelong volunteer and has worked with charities for over 20 years. Previously he has worked at both local and national levels including as a Youth and Community Worker, a Project Manager and a Fundraiser – he was formerly Chief Executive of Volunteer Development England and a Director of the Red Foundation team. He volunteers with Youth Action Network, where he is their Treasurer and the longest serving Trustee; he is also a lead organiser of Plymouth Twestival. Chris has been awarded a Fellowship of the Royal Society of Arts in recognition of his services to the voluntary and community sector.

Chris has been exploring the role of social media in supporting the work of charities and community groups; he has undertaken research in this area (published in 2009) and has run workshops at national, regional and local conferences as well as providing one to one support. Chris is quick to acknowledge he's not a 'techie' and he will not be taking a technical approach in this workshop. Together we will be exploring the answers to the questions:

- ❖ **What is social media?**
- ❖ **What is in it for me?**
- ❖ **What is available and what does it cost?**
- ❖ **How and where do I start?**
- ❖ **Is there any help out there?**

The interactive workshop is free and anyone working or volunteering within the voluntary, community or statutory sectors is welcome to come, BUT places must be booked in advance.

Please email [volunteercentreyate@btconnect.com](mailto:volunteercentreyate@btconnect.com) or phone Carole on 01454 324102 to book a place.