



AGENDA

EQUINET TRAINING SESSION

“Communicating Equality: Social media for equality bodies”

Thursday 13th October and Friday 14th October

Location: Facebook Offices, 4-5 Grand Canal Square. Dublin 2, Ireland

Training session delivered by:

Hosted by:



The Facebook logo, consisting of the word 'facebook' in white lowercase letters on a blue rectangular background.

OBJECTIVES OF THE TRAINING SESSION

The training session aims to:

- Help Equinet members to **use social media in a more strategic way**
- **Share best practice** and learn from ideas from both the public and commercial sphere
- Outline the **possibilities of social media tools** (monitoring, publishing, analysis)
- Learn about **new trends** and platforms
- Get an introduction to the **paid social media channels**
- Learn how to deal with **negative aspects of social media**

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13 OCTOBER 2016

08:45 – 09:15	Registration of participants & Welcome
09:15 - 09:45	Presentation of the programme and Tour de Table <i>Adam Zbiejczuk and Jaroslav Faltus, Key Influencers Interactive</i>
09:45 – 11:00	SESSION 1: How to approach social media in a strategic way <ul style="list-style-type: none"> • Planning your social media schedule • Setting the work flow • Reporting on social media use • Including social media in a general communication strategy
11:00 – 11:30	Coffee Break
11:30 – 12:30	SESSION 2: Facebook policy on tackling discriminatory content and hate speech <i>By Julie de Bailliencourt, Safety Policy Manager EMEA, Facebook</i>
12:30 – 13:30	Lunch
13:30 – 14:30	SESSION 3: Trends in social media <ul style="list-style-type: none"> • The new possibilities of social media • Trends on Facebook • How to use paid ads on Facebook efficiently • Business Manager, FB Pixel • New social media platforms
14:30– 15:30	SESSION 4: Catchy content and trends <ul style="list-style-type: none"> • What kind of content is king?



	<ul style="list-style-type: none"> Identifying the trends Working with Ambassadors Killer content plan
15:30 – 16:00	Coffee Break
16:00 – 17:30	<p>WORKSHOP 1: Practices of Equality Bodies <i>Choose a discussion group, listen to and discuss members practices, exchange your experiences</i></p> <ol style="list-style-type: none"> How to write a good post (tips and tricks) – <i>Maria Swanljung, Non-Discrimination Ombudsman, Finland & Monica Hanych (Stachonova), Public Defender of Rights, Czech Republic</i> Campaigns and how to promote your organization – <i>Nadine Brauns, Unia, Belgium & Levente Kollár, Equal Treatment Authority, Hungary</i> How to communicate & manage difficult topics (including negative messages) - <i>Ana Tretinjak, Office of the Ombudsman, Croatia & Stamatia Papadimitriou, Greek Ombudsman, Greece</i>
17:30– 17:45	Summary of Day 1 and any other updates
20:00	Dinner at The Exchequer, 3-5 Exchequer Street

14 OCTOBER 2016	
09:00– 10:00	<p>SESSION 5: Other Social Media Platforms</p> <ul style="list-style-type: none"> Twitter Linked In Youtube
10:00 – 11:15	<p>SESSION 6: Successful Campaigns</p> <ul style="list-style-type: none"> Contests and campaigns in social media and beyond How to target different audiences Best practices (Tips & tricks)
11:15 – 11:30	Coffee Break
11:30– 12:15	<p>SESSION 7: Tackling negativity & Monitoring</p> <ul style="list-style-type: none"> Fighting negative comments on your pages Monitoring social media
12:15 – 13:00	WORKSHOP 2: Let's try the tools
13:00 – 13:20	<p>SESSION 8: Manual on Social Media for Equality Bodies</p> <ul style="list-style-type: none"> Group discussion about how they would to further develop the manual
13:20 – 13:30	<p>Conclusions</p> <ul style="list-style-type: none"> Final questions from participants
13:30 -14:30	Goodbye Lunch