

## AGENDA EQUINET TRAINING SESSION

"Communicating Equality: Social media for equality bodies"

Thursday 13<sup>th</sup> October and Friday 14<sup>th</sup> October

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

Training session delivered by:

Hosted by:





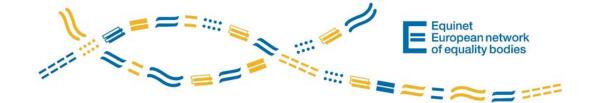
## **OBJECTIVES OF THE TRAINING SESSION**

## 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

AGENDA	
13 OCTOBER 2016	
08:45 - 09:15	Registration of participants & Welcome
09:15 - 09:45	Presentation of the programme and Tour de Table  Adam Zbiejczuk and Jaroslav Faltus, Key Influencers Interactive
09:45 – 11:00	<ul> <li>SESSION 1: How to approach social media in a strategic way</li> <li>Planning your social media schedule</li> <li>Setting the work flow</li> <li>Reporting on social media use</li> <li>Including social media in a general communication strategy</li> </ul>
11:00 - 11:30	Coffee Break
11:30 – 12:30	SESSION 2: Facebook policy on tackling discriminatory content and hate speech  By Julie de Bailliencourt, Safety Policy Manager EMEA, Facebook
12:30 – 13:30	Lunch
13:30 – 14:30	<ul> <li>SESSION 3: Trends in social media</li> <li>The new possibilities of social media</li> <li>Trends on Facebook</li> <li>How to use paid ads on Facebook efficiently</li> <li>Business Manager, FB Pixel</li> <li>New social media platforms</li> </ul>
14:30- 15:30	SESSION 4: Catchy content and trends  • What kind of content is king?





	<ul><li>Identifying the trends</li><li>Working with Ambassadors</li><li>Killer content plan</li></ul>
15:30 – 16:00	Coffee Break
16:00 – 17:30	<ul> <li>WORKSHOP 1: Practices of Equality Bodies         Choose a discussion group, listen to and discuss members practices, exchange your experiences     </li> <li>How to write a good post (tips and tricks) – Maria Swanljung, Non-Discrimination Ombudsman, Finland &amp; Monica Hanych (Stachonova), Public Defender of Rights, Czech Republic</li> <li>Campaigns and how to promote your organization – Nadine Brauns, Unia, Belgium &amp; Levente Kollár, Equal Treatment Authority, Hungary</li> <li>How to communicate &amp; manage difficult topics (including negative messages) - Ana Tretinjak, Office of the Ombudsman, Croatia &amp; Stamatia Papadimitriou, Greek Ombudsman, Greece</li> </ul>
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	SESSION 5: Other Social Media Platforms  Twitter Linked In Youtube
10:00 – 11:15	<ul> <li>SESSION 6: Successful Campaigns</li> <li>Contests and campaigns in social media and beyond</li> <li>How to target different audiences</li> <li>Best practices (Tips &amp; tricks)</li> </ul>
11:15 – 11:30	Coffee Break
11:30- 12:15	<ul> <li>SESSION 7: Tackling negativity &amp; Monitoring</li> <li>Fighting negative comments on your pages</li> <li>Monitoring social media</li> </ul>
12:15 – 13:00	WORKSHOP 2: Let's try the tools
13:00 – 13:20	<ul> <li>SESSION 8: Manual on Social Media for Equality Bodies</li> <li>Group discussion about how they would to further develop the manual</li> </ul>
13:20 – 13:30	Conclusions  • Final questions from participants
13:30 -14:30	Goodbye Lunch