

## Amplifying your content with social media: EASPD Communications Network Webinar

EASPD Lunch Time Webinar 12-1:30pm CET  
Thursday 22<sup>nd</sup> November 2018

To support its members in their communication activities and to help them to boost their voice online, EASPD is holding its first communications-based webinar on 'Amplifying your voice on Social Media' on 22<sup>nd</sup> November from 12-1:30pm.

Hosted by [the Dandelion Group](#), a social enterprise of communication specialists, the webinar will highlight some of the potential opportunities having an online presence can have and show how you can expand your organisation's strategy to benefit from more social media engagement.



### Amplifying your content with social media

**Part I: Assessing the potential - 20'**

- Web analytics tools and meaningful metrics
- Modern segmentation

**Part II: Sharpening your strategy - 20'**

- Supporter journey mapping
- 4.0: From awareness to advocacy

**Part III: Tactics and tools - 30'**

- Lessons from the business and nonprofit world with case studies on Facebook, Instagram, Twitter and Youtube

Q&As - 15'



The webinar is **only open to members of the Communications Network**. To find out more about the Network, and how you or your organisation's Communication Officer can join, email EASPD's External Communications Officer at [rachel.vaughan@easpd.eu](mailto:rachel.vaughan@easpd.eu)