

# Using Social Media to Engage and Consult

## A Workshop with Ray Poynter



Social media has become very attractive to the public sector because it is potentially free, reaches some groups that have been classed as hard to reach in the past, and it has more immediacy than traditional channels of communication. However, social media can absorb masses of time and energy, is not suitable for everybody, and can open up

organisations to attack and can put their reputations at risk.



This workshop shows you how various public sector organisations, from Fire & Rescue services, to local government, housing associations, government departments, and police services have utilised social media to improve the way they engage and consult their citizens, users, and stakeholders.

### The workshop covers:

- An overview of social media and how it is impacting organisations and the people within them, including a handy lexicon of what is currently hot in social media.
- The ways that Facebook is being utilised by a variety of organisations, highlighting successes, failures, and providing advice on benchmarking outcomes.
- A review of Twitter in the public sector, what works and what does not.
- Other social media with a relevance to the public sector, including YouTube, LinkedIn, and QR codes.
- Managing social media, including social media policies, controlling access, and dealing with problems.

The workshop is a mixture of taught material and interaction, ensuring that the material is situated in the context of your organisations experiences and needs.



### About Ray Poynter

Ray Poynter is the author of The Handbook of Online and Social Media Research, has run a number of training courses in the public sector (including courses organised by the Rod Laird Organisation), has consulted with UK and overseas organisations, and was for 28 years a local government councillor (including spending four years as a portfolio holder for e-government).

Ray is widely recognised as a leader in the area of social media and its utilisation by organisations and is the creator and driving force behind NewMR.org, a collaborative venture that aims to co-create the future of social media in the process of finding and delivering insight.

Ray has held director level appointments with The Research Business, Sandpiper, IntelliQuest, Millward Brown, and Virtual Surveys and now runs The Future Place, a thought leadership consultancy based in Nottingham with a global clientele, with both private and public sector clients.

### Costs

For workshops in the UK the cost of a half-day workshop is £1650 + VAT, plus out of pocket expenses (travel and if necessary accommodation) - note there are discounts for trade bodies (25%) and the public sector (25%).

For workshops outside the UK the costs are usually higher, reflecting the time lost in travelling to and from the event. However, if multiple workshops are booked there may be scope to discuss these costs further.

To check dates and/or to book a course ring Ray on +44 (0)7540 725925 or email me on [ray.poynter@thefutureplace.com](mailto:ray.poynter@thefutureplace.com)

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