



## ARCH Social Media CPD Study Day.

Saturday November 10<sup>th</sup> 2018.

10am to 4.30pm Cost £65.00

**UCL (University College London) Pearson Building - Room G17**  
Gower Street, London WC1E 6BT

Are you confused by twitter, pages, groups, likes, DM's (not the boots!), Facebook, posts, LinkedIn, groups, hashtags, Instagram??????

It's a whole new mysterious language and one that seems to only be accessible or understandable to techies, geeks and teenagers alike.

Join ARCH for this practical day and enhance your online marketing skills and reach potential clients in a new way / their way. Bring a laptop or tablet if you wish.

In this hands-on session Anna will not only demystify the language of social media but she will also ensure you leave the session feeling confident and able to truly take on the world of social media. Anna will be sharing with us her tricks, tips and tools of the trade, and will guide us through the processes of how to get the best out of each of the major social media platforms, navigating the etiquette, technical setup and language along with addressing some of the pitfalls, concerns and challenges you may encounter along the way.

### Who is Anna Walters?

Anna has worked with data, information and technology for her whole career, but as a child of the 70s she was brought up without technology and is passionate about combining the new technologies with some good old traditional methods of communicating with your audiences. As her Gran taught her as a child, "everything has a place, and everything in its place", and she applies this philosophy to her use of technology.

Having worked for over a decade for a large Royal Charity as Development Manager and Chief Information Officer she has trained and supported many groups, individuals and organisations in the use of social media and many other topics too.

Also an experienced trainer, Anna is excited to come and spend time with us and can't wait to meet everyone.

**Booking:** - please email Abi to book your place and arrange payment to ARCH.

Places are strictly limited to allow Anne to offer practical help to everyone. [abiarchchair@gmail.com](mailto:abiarchchair@gmail.com)

Walking distance from Euston Mainline Station. Euston Square is the closest tube station.

Food and drink can be brought or purchased from the refectory.

Due to electrical equipment being used, food and drink in the room is discouraged.

**Attendance certificate for 6 CPD points will be issued to attendees.**