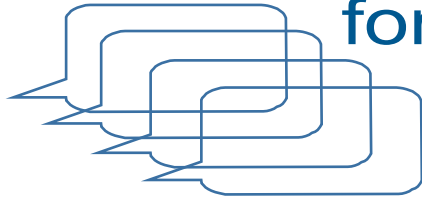




The fourth running of our renowned New Media event

# Social Media for social good



From GCVS, in partnership with  
Third Sector Lab and Be Good Be Social

9.00am - 4.30pm (with lunch)

Tuesday 3rd December 2013

**The Albany**

Learning and Conference Centre

44 Ashley Street, Glasgow G3 6DS



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## A packed day of expert talks and workshops to help you to get the most out of Social Media.

Social Media has transformed the ways that we campaign, raise funds, sell ourselves, recruit, and generally raise awareness. Online services like Facebook and Twitter are becoming essential tools to help large and small organisations connect with their service users and stakeholders. This special one-day event uses a mix of practical workshops and inspirational talks to look at some of the main elements of Social Media.

The world of Social Media is moving fast, and this well-received and popular event is one of the very best ways of keeping up to speed.

## Get the skills you need to make your mark!

**Only £99+VAT for one delegate, £180+VAT for two, with a further 20% discount for GCVS members.**

This event features first-class speakers and workshop hosts. GCVS has been able to peg the delegate fee, thanks to the kind support of **blackbaud**, suppliers of software and services specifically designed for not-for-profit organisations.

**blackbaud**™  
your passion > our purpose

Their products focus on fundraising, website management, CRM, analytics, financial management, ticketing, and education administration.

## Booking places

If you received this flyer by email a booking form will be attached with the email.

If you have no form, contact [john.robertson@gcvs.org.uk](mailto:john.robertson@gcvs.org.uk)

Alternatively, book online [here](#)

# Our programme - a packed day of useful learning!

9.00am REGISTRATION AND REFRESHMENTS

9.30am Special Q&A session - Social media and the press  
Kenny Farquharson - Deputy Editor, Scotland on Sunday



9.55am WORKSHOP SESSION ONE

- **The next generation of giving: future proofing your charity's fundraising efforts**  
Sandra Luther – Solutions Group Manager, Blackbaud Europe
- **Lifeboat stories: how and why RNLI work with volunteer press officers in Scotland**  
Henry Weaver - Press Officer for Scotland, RNLI and Richard Smith PR Manager for Scotland, RNLI
- **The social activist: how social media can be used for real change**  
Martin Keane - Online Marketing Officer, SCIAF
- **Social reporting: bringing service-user engagement and events to life with video and audio**  
Emily Dodd - Social Reporter, Third Sector Lab

10.50am REFRESHMENTS

11.05am WORKSHOP SESSION TWO

- **Social Media for events: five ways you can make your training and events a success**  
Ross McCulloch - Director, Third Sector Lab
- **Lifeboat stories: how and why RNLI work with volunteer press officers in Scotland**  
Henry Weaver - Press Officer for Scotland, RNLI and Richard Smith PR Manager for Scotland, RNLI
- **Social giving: digital tools for community and events fundraising**  
Sara Thomas - Community, Events and Digital Fundraiser, MND Scotland
- **Social reporting: bringing service-user engagement and events to life with video and audio**  
Emily Dodd - Social Reporter, Third Sector Lab

12.05pm LUNCH IN THE ALBANY CAFE

12.45pm **Speaker: why on earth are we all using social media anyway?**  
Sarah Drummond - Co-Founder and Director of Design, Snook

1.25pm WORKSHOP SESSION THREE

- **Citizen journalists: community engagement for the 21st Century**  
Jennifer Jones - Project Co-ordinator, Digital Common-Wealth
- **Son, carer and campaigner: raising awareness of dementia carers using digital tools**  
Thomas Whitelaw - Campaigner, Tommy on Tour and The ALLIANCE
- **Twitter for good: getting the most out of Twitter for awareness raising and political influencing**  
Janis McCulloch - Senior Account Executive, PPS Group
- **Where do you find the time: managing multiple social media channels across staff teams**  
Conrad Rossouw - Digital Web Manager, Shelter Scotland

2.25am REFRESHMENTS

2.40pm WORKSHOP SESSION FOUR

- **The next generation of giving: future proofing your charity's fundraising efforts**  
Sandra Luther – Solutions Group Manager, Blackbaud Europe
- **Son, carer and campaigner: raising awareness of dementia carers using digital tools**  
Thomas Whitelaw - Campaigner, Tommy on Tour and The ALLIANCE
- **Twitter for good: getting the most out of Twitter for awareness raising and political influencing**  
Janis McCulloch - Senior Account Executive, PPS Group
- **Where do you find the time: managing multiple social media channels across staff teams**  
Conrad Rossouw - Digital Web Manager, Shelter Scotland

3.40pm **Speaker: how to avoid the classic social media pitfalls**  
Craig McGill - Digital Strategist, Weber Shandwick

4.20pm CLOSING REMARKS AND FEEDBACK

## Choose four from eleven fascinating workshops

### **The next generation of giving: future proofing your charity's fundraising efforts**

**Sandra Luther, Solutions Group Manager, Blackbaud Europe**

Specialising in digital strategy and online fundraising, Sandra is an enthusiast and advocate for leveraging technology to support successful integrated fundraising strategies. Since arriving in the UK Sandra has worked with numerous not-for-profit organisations and educational institutions to develop and grow their integrated digital fundraising and communications including Hearing Link, Chest Heart and Stroke Scotland, The National Portrait Gallery, The Lullaby Trust, The Trinity Foundation, MS Society, and many others. The UK will be facing a donation deficit of huge proportions in the coming years. *The Next Generation of Giving in the UK 2013 Report* is a comprehensive look across four generations of UK donors into their preferences, habits and giving potential.

With an increasingly difficult fundraising climate ahead, raising money for good causes has never been more complicated and uncertain, but it certainly has never been more important. We hope that you'll join us to learn more about how and why people of different generations give and how you can align your future fundraising strategies to meet the uncharted territory ahead.

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### **Social reporting: Bringing service-user engagement and events to life with video and audio**

**Emily Dodd - Social Reporter, Third Sector Lab**

Social Reporting is about capturing an event from the inside, using audio, video and photographs. It's about involving local people in something that matters to them in their community, and helping people to become digital storytellers.

As well as being a Social Reporter with Third Sector Lab, Emily is a screenwriter and film producer who recently has been training North Edinburgh community groups to become digital storytellers. This interactive workshop will look at the different styles of social reporting, the technology required and how to get your organisation started.

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### **The social activist: How social media can be used for real change**

**Martin Keane - Online Marketing Officer, SCIAF**

Experienced online campaigns specialist Martin Keane will be leading an interactive session showing you how to get the most out of social media for campaigning and advocacy work. Martin has worked on campaigns for a leading animal rights organisation and a key player in the international development sector. If you want to use digital channels to bring about real change then you cannot miss this workshop.



## Three expert speakers

### **Kenny Farquharson, Deputy Editor, Scotland on Sunday**

#### **A special Q&A session on Social Media and the press**

Kenny joins us for a special question and answer session - giving you direct access to the Deputy Editor of one of the country's leading Sunday publications. You'll have the chance to ask questions in person on the day or in advance via email and twitter.

Find out how to establish meaningful connections with journalists online, understand what makes a compelling story and learn how to get the most out of social media for PR and communications.

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### **Sarah Drummond, Co-Founder and Director of Design, Snook**

#### **Why on earth are we all using social media anyway?**

Sarah Drummond of Snook, Scotland's leading service design agency, will host an interactive session asking the all-important question - why? You'll look at your work from a service design perspective and make sure you're not simply using social media because everyone else is.

Sarah has worked with a wide range of organisations, including Young Scot, Scottish Government, NHS, First-Port, STV and University of Dundee. If you are keen to put people at the heart of everything your organisation does then Sarah's session is a must-attend.

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### **How to avoid the classic social media pitfalls**

#### **Craig McGill, Digital Strategist, Weber Shandwick**

Working for the UK's leading multi-specialist PR agency, Craig knows a thing or two about what makes a successful online presence. He's provided social media advice for the likes of Whyte and McKay, Tesco, BrewDog, NHS 24, Lloyds TSB Scotland, Yorkhill Sick Kids and The Scottish Government.

Like any successful communications professional, Craig has encountered more than a few hiccups along the way. For our closing session Craig will be sharing what he sees as the common social media mistakes and how you can avoid them.

### **Social Media for events: Five ways you can make your training and events a success with online channels**

**Ross McCulloch - Director, Third Sector Lab**

Ross provides a wide range of training and social media support for events with both Third Sector Lab and Be Good Be Social. In this informative session Ross will show you how you can use simple, often free, online tools to sell more tickets, build buzz and ensure your event is a success on the day. You'll get a chance to find out about how Eventbrite, Twitter, Facebook, blogging, video and audio can ensure your organisation's next gathering isn't a flop.

### **Social giving: Digital tools for community and events fundraising**

**Sara Thomas - Community, Events and Digital Fundraiser, MND Scotland**

Digital tools, including social media, video and peer-to-peer fundraising sites, offer a fantastic opportunity to maximise the financial and non-financial benefits of Community Fundraising for your organisation, but many charities aren't using them to their full potential. In this session MND Scotland's Community, Events and Digital Fundraiser Sara Thomas lays out her top tips for boosting your CF income using digital tools. Around half of MND Scotland's income comes from Community and Event fundraising, and the organisation has seen an 18% increase in this income stream over the past 3 years. Not to be missed if you're a professional fundraiser.

### **Where do you find the time: Managing multiple social media channels across staff teams**

**Conrad Rossouw, Digital Web Manager, Shelter Scotland**

Your time is precious. Social media isn't about finding extra hours in the week that you simply don't have - it's about getting your work done in a more effective and efficient way. Conrad has years of experience managing online channels and will be sharing his experience of how Shelter Scotland manage Twitter, Facebook, YouTube, email marketing, their website and a range of other channels with finite time and budget.

### **Twitter for good: Getting the most out of Twitter for awareness raising and political influencing**

**Janis McCulloch, Senior Account Executive, PPS Group**

Now with independent communications consultancy PPS Group, Janis previously worked on campaigns for Breakthrough Breast Cancer. Janis will be sharing her experience of how you can get the most out of Twitter as a campaigning and influencing tool. Twitter is an incredible way to build brand advocates, to establish links with politicians and to influence partners - you just need to know how.

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Alternatively, book online [here](#)

### **Lifeboat stories: How and why RNLI work with volunteer press officers in Scotland**

**Henry Weaver - Press Officer for Scotland, RNLI**

**Richard Smith PR Manager for Scotland, RNLI**

If your organisation is struggling to make the most of the amazing stories you have to tell perhaps it's time you recruited volunteers to help. RNLI make use of a team of volunteer press officers, enabling them to get maximum impact both online and offline. Henry and Richard will be discussing how the volunteer team works in practice and some of the recent successes they've had, such as #SaveWave and an incredible video project using footage from onboard the lifeboats themselves.

### **Citizen journalists: Community engagement for the 21st Century**

**Jennifer Jones - Project Co-ordinator, Digital Common-Wealth**

The Glasgow 2014 Commonwealth Games provides a unique opportunity to enable individuals and communities to explore and articulate their own stories. Digital Common-Wealth will do just that. Jennifer will be exploring how you can engage local people to tell their stories using a range of social media channels, including audio and video - training and empowering people to become citizen journalists. Learn how your organisation can use social media for powerful, effective community engagement.

### **Son, carer and campaigner: Raising awareness of dementia carers using digital tools**

**Thomas Whitelaw - Campaigner, Tommy on Tour and The ALLIANCE**

Tommy Whitelaw has been on a mission to raise awareness of dementia. Tommy has spent the last few years reaching out to carers of people with dementia - giving them a voice through letter writing and social media. The ALLIANCE Dementia Carer Voices project builds on Tommy's incredible story-telling work, giving him the opportunity to work with a range of carer organisations across Scotland. Tommy will be sharing how blogging, Twitter and other online channels have been a powerful tool in giving carers a voice - sharing some of the lessons he's learned along the way.

## **Delegate fee**

This event is only £99+VAT for one delegate, £180+VAT for two, with a further 20% discount for GCVS members. This is typically less than half the cost of comparable events being run by private organisations. GCVS will invoice you for payment upon receipt of bookings. A ten-day, 30% cancellation fee will apply. Costs are inclusive of hand-outs, three hot or cold drinks and lunch in the Albany Centre cafe.