



How MMU successfully use Social Media to engage staff and students

2 September 2015 12:00 - 13:00

In this webinar the Sustainability Team at Manchester Metropolitan University will be sharing their experience of using social media to engage with staff and students both every day and for specific projects.

Why should I attend?

By attending this webinar, you will learn how the Sustainability Team at Manchester Metropolitan University have innovatively approached social media to engage their staff and students over multiple accounts. You will hear about their experience of using a variety of digital communication channels to engage others in sustainability.

Who is this webinar for?

Anyone who is involved in engaging staff, students or the local community in an institution's sustainability agenda including activity, events and campaigns. However it has been specifically created with the following roles in mind:

- Communications
- Marketing
- Sustainability Officer
- Students' Union Staff

Key learning outcomes:

Using digital communication to drive traffic to your web pages.
Encouraging stakeholders to subscribe and actively engage with your team.
Creating communications for a wider audience.
Writing copy for the web.
Utilising in house channels and program.

Agenda:

Please note that this agenda may change

- MMU Overview
- Campaigns - Big Impact
- Digital Communication channels - facebook, twitter, blog, LMSP Supporting campaigns
- Supporting campaigns

Speakers:

Ryan Waugh,
Sustainability
Engagement
Co-ordinator,
Manchester
Metropolitan
University

Jason Smith,
Environment
Team Assistant,
Manchester
Metropolitan
University

Ryan works within Sustainability Engagement and Jason within Sustainable Travel both are part of the wider Environment team at Manchester Metropolitan University.



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