

Social media: realising the potential to engage learners

DATE:

7th March 2012,
10.00 – 15.30

VENUE:

ACER, St. Ives

COST per delegate:

£115 ACER members
£130 non-members

Facilitator:

Dave Foord is a fully qualified and experienced lecturer who has taught at both FE and HE levels, as well as specialising in CPD and staff development activities. Most of his work is around the use of learning technologies within education, with his sessions being hands-on, engaging and practising the principles of good teaching and learning.

Social Media (e.g. YouTube, Facebook, Twitter etc.) and the proliferation of smart phones has changed the way that people access information and make decisions, which will influence how people choose organisations and courses especially with the increases in costs. Social media offers a wonderful opportunity to engage with potential customers, but comes with elements of risk and uncertainty. This session will aim to make some sense of the tools available and how they can be used, and help attendees make informed judgements to balance the benefits against the risks.

The session will take attendees on a 'journey' that a learner may follow including , looking at the potential of social media within each stage.

- Initial thoughts about an organisation
- Advertising of courses
- Open days
- Advice and guidance
- Application
- Pre course information

Who should attend?

PR/,marketing managers and team members, IAG advisers, curriculum managers, course/programme leaders, student support services staff.

To book your place at this event, please complete a booking form and return it to christine.stewart@acer.ac.uk. For more information about the event, contact Christine on 01480 468198 or visit our website - www.acer.ac.uk.