



Published on *The Social Media Conference* (<http://socialmediaconference.dods.co.uk>)

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About

Context:

Tweet, like, share, snap and post. Social media has revolutionised how we inform, engage and communicate with each other and our target audiences.

Join your colleagues and peers from across the public sector to discuss, debate and discover the latest in creating engaging fresh content, designing and developing a social media strategy, identifying the right channels, measuring success, using video and the future of social media all on a constrained public sector budget.

"This is always an inspiring event with lots of fresh ideas, practical takeaways and innovative problem-solving strategies. The quality of the speakers is excellent and thought-provoking. It's an important conference for anyone who wants to keep their finger on the pulse and is refreshing in its scope, depth and creativity." **Emma Leech, Director of Marketing and Advancement, Loughborough University and CIPR President 2019**

Speakers confirmed for London (18th June 2019):

- **Cassandra St Louis**, Head of Digital, British Army
- **Laurie Bell**, former Director, Communities & Communications, Wiltshire Council & Director, Laurie Bell Communications
- **Chris Shipman**, Head of Brand Engagement & Social Media, Royal Opera House
- **Emma Leech**, Director of Marketing and Advancement, Loughborough University
- **Athar Abidi**, Head of Social Media, British Heart Foundation
- **Annie Andoh**, Social Media Manager, V&A

Key points for 2019-2020 Social Media series includes:

- Successfully delivering change through social media
- Creating an engaged online community: Harnessing your organisations internal experts and employees
- The future of social media: What trends and channels should you be ready for?

- Rebuilding trust on social media: Being a credible and trustworthy source
- The changing face of social media: Prepare, plan and implement Stories
- Successfully creating social media adverts that deliver ROI
- New and innovative ways to boost in-depth engagement
- Delivering a world class customer experience on social
- Tools to understand and target your audience
- Real time social media crisis management
- Delivering social media in a small team
- Personalisation across social media
- Video: Time to go live

Previous speakers have included:

- **Joanna Blackburn**, Head of Digital Communications, BEIS
- **Josephine Fawkes**, Director of Marketing & Communications, Saïd Business School, University of Oxford
- **Alicia Custis**, Head of Communications and Marketing Stockport, NHS Foundation Trust
- **Peter Sharples**, Web and Social Media Specialist, West Midlands Combined Authority
- **Emma Leech**, Director of Marketing and Advancement, Loughborough University
- **Charlie Beaty-Pownall**, Senior Social Media Manager, Cancer Research UK
- **Justin Clark**, Social Media Specialist, Transport for Greater Manchester
- **Ceri Rose**, Assistant Director Marketing, NHS Blood and Transplant
- **Emma Reynolds**, Head of Communication, National Crime Agency
- **Tom Wright**, Director of Digital Student Life, University of Lincoln
- **Scott McLearn**, Senior Digital Manager, Registers of Scotland
- **Helen Chivers**, Head of News and Social Media, Met Office
- **Simon Enright**, Director of Communications, NHS England
- **Michael Connolly**, Head of Digital Engagement, DWP
- **Tom Freestone**, Interim Head of Social Media, HMRC
- **Kailesh Sudram**, Head of Social Media, DWP
- **Becky Brynolf**, Social Media Lead, Shelter

Who attends:

Heads of Crisis Communications - Heads of Corporate Communications - Heads of Communications - Heads of Correspondence - Heads of Digital - Heads of Internal Communications - Heads of News - Heads of Operations - Heads of PR - Heads of Social Media - Heads of Strategy

Certification:

Dods is a registered Continuing Professional Development provider. For more information on the CPD, [please click here](#) [1]

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[1] <https://cpduk.co.uk/>