

Institute of Archaeologists of Ireland

Event title: Successful use of social media for those in the cultural heritage sector
Date: Friday 17th February 2017
Venue: 63 Merrion Square, Dublin 2
Trainers: Niamh Donnellan, Damian Shiels & Siobhan Pierce

Introduction

The dissemination of knowledge is a crucial factor in archaeology and the wider cultural heritage sector. There are a large cohort of archaeologists who maintain social media profiles that address aspects of Irish cultural heritage in a creative manner. The creativity and engaging manner to the dissemination of knowledge has brought with it due recognition to the fruits of their labours. There are several questions that archaeologists and the wider cultural heritage sector could ask by way of gaining some insights into what it takes to earn recognition with often self-taught social media skills.

The one day training event, delivered by the 2015 Blog Awards Ireland (Art and Culture Blog category), the Heritage Week Project Manager and the Education Officer, National Museum of Ireland will tease out several queries that will be of value to people in the cultural heritage sector. The topics addressed will include, the role of blogging; an outline of the input required to run a successful blog; how you can make social media pay or is it a labour of love?; striking a balance - setting a social etiquette and correct tone for use in the social media engagement; is social media and blogging the new form of publication or is it a more engaging form of publication?; identifying the milestones in communicating in social media; what are the benefits and pitfalls of different social media platforms?; what makes a successful media campaign?.

Learning Outcomes

On completion of this course, the participants will have an understanding of the following:

1. The different types of blogs that attract readership
2. Be familiar with the pitfalls in trying to establish a successful social media presence
3. how to approach leveraging of crowd funding for specific cultural heritage projects
4. to identify the importance of using the correct type of language consistently on social media

Programme

09.40-10.00	Registration
10.00-10.10	Welcome
10.10-11.00	Damian Shiels (<i>Irish in the American Civil War</i>)
11.00-11.30	Tea/Coffee
11.30-11.55	Niamh Donnellan (Heritage Week Coordinator, Heritage Council)
11.55-12.20	Siobhan Pierce (Education Officer, National Museum of Ireland)

12.20-12.45	General discussion
13.00-14.30	LUNCH (not included in the course fee)
14.30-16.00	Open workshop guided by participant's queries
16.00-16.15	Summation and close

Registration:

People can register to attend the CPD workshop, by completing the Registration form and paying the relevant registration fee via paypal - <http://www.iai.ie/cpd/cpd-events/>. Members can register and pay via paypal through the CPD Registration option in the Members section of the www.iai.ie.

People wishing to pay by cheque, should post it along with the registration form to CPD Coordinator, 63 Merrion Square, Dublin 2.

Course fee:

Members	€30
Non-members	€45
Students/ Associate	€15
Non-member student	€20

Please note: Course fee includes light refreshments, lunch is not included