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The Wheel 

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Webinar: Top 10 Social Media Trends of 2017 - 8 December 2017

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Webinar Series: Social Media Trends  [1]

Training provider:

[The Wheel](#) [2]

Date / time:

8 Dec 2017 - 10:00am - 11:00am

Venue:

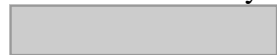
Online

Location:

e-learning

Price details:

The webinar is only for members of The Wheel



This webinar will look back at the biggest social media changes and developments over the past 12 months and how nonprofits need to adapt their social media interactions and marketing efforts in the new year. The session will also look forward to trends and marketing developments that we are likely to see in 2018.

This webinar is free and only for members of The Wheel. Registration is required.

***NOTE: Once your booking is approved, you will receive a confirmation email with instructions for joining the meeting.**

[Book your place here to join the webinar on 8 December.](#) [3]

Course details:

Social Media Trends of 2017

A lot has happened in the social media landscape in 2017 - less is more, better is better; new players like Instagram and Snapchat are gaining grounds and video content has witnessed a huge spike.

This webinar will look at the biggest Social Media changes and developments over the past 12 months and how nonprofits need to adapt their social communications and marketing efforts.

Focus

Expect lots of discussion about video content creation and livestreaming as well as learn about the latest Snapchat and Instagram changes.

The session will also address trends and marketing developments that will shape social interaction in 2018.

Learning Outcomes

Participants will go away with:

- an understanding of new changes by Twitter, Facebook, Snapchat, Instagram and other social networks can be used to promote your work and build your organisation's support base
- new practical tools and techniques to help increase expertise with social media platforms and campaigns.

Facilitator: Gert Ackermann

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Gert Ackermann joined The Wheel as Communications Officer in March 2008. He studied Political Science and Journalism before cutting his teeth in the world of journalism, talk radio and book publishing.

Gert is responsible for The Wheel's communications strategy and publications and he is the editor of the sector magazine, *Be The Change*. Gert also works as a freelance publicist and consultant in the community & voluntary and publishing sectors.

Feedback from Previous Attendees of Gert's Communications Workshops:

"This was by far one of the best pieces of training I have attended from the point of view of relevance to what I needed, meeting my expectations, and knowledge and expertise of the facilitator/trainer. It was extremely informative and practical in its approach and left me feeling I could adapt many of the suggestions and ideas being put forward. Gert was excellent." - **N. Mulligan, Dublin AIDS Alliance**

"Gert is an excellent communicator and presenter. The session was very informative, and so engaging, I don't think anyone checked their watch during the 3hr session!" - **M. O'Sullivan, Youthwork Ireland Cork**

"I found the session informative, useful and productive, particularly in understanding the way media outlets operate etc." - **N. Dwyer, Youth Work Ireland Cork**

Who Should Attend:

Anyone working in a member organisation of The Wheel who deals with communications, frontline staff, managers, or anyone interested in learning more about the possibilities of using the internet to further their mission.

This workshop is a good introduction to social media, or a refresher for anyone in a member organisation of The Wheel who has attended one of The Wheel's previous social media workshops.

How to Register:

This webinar is free and only for members of The Wheel. Registration is required.

***NOTE: Once your booking is approved, you will receive a confirmation email with instructions for joining the meeting.**

[Book your place here to join the webinar on 8 December.](#) [3]

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Course contact details

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