

# SOCIAL MEDIA WORKING SESSION

by CAREL NOLTE, COLIN FORD AND GIANLUCA TUSSI  
CN&Co



## INTRODUCTION TO SOCIAL MEDIA

## BOOST your business IQ with SOCIAL MEDIA INSIGHTS


- Practical introduction to most popular social networks
- Using social media to share, search, track, learn and communicate


The talk discusses the most popular social networks, who uses them and their uses. The team will use Twitter to demonstrate the concepts of social media in both the individual and corporate spaces.

This is a hands-on session, where trainees are required to set up an account, follow others, communicate with each other, follow trends and track their own brands, as well as their competitors'. Best practice, etiquette, terminology and good social habits are also discussed.

The social media session will be highly interactive and driven by the delegates' level of understanding as we progress.

 Date | 10 March 2017

 Time | 14:00 - 15:00

 RSVP | [info@riversandsihub.co.za](mailto:info@riversandsihub.co.za)  
[www.riversandsihub.co.za/events](http://www.riversandsihub.co.za/events)

**Who should attend?** Any business owner with very little to no understanding of social media who thinks it's overwhelming and scary.

**Carel Nolte** is founder and main shareholder in CN&CO. He is passionate (vocally so) about the insurance industry. Carel is an investor in people and businesses, believing that  $2+2 =$  (at least) 22.

**Colin Ford** is an experienced journalist-slash-corporate communications expert. He has picked up a lot of tips and tricks over the years and loves to share them with individuals and organisations in both formal and informal training environments.

**Gianluca Tucci** or "G" is an energiser bunny with Italian and South African roots. His background is in marketing communications and brand management, which he approaches with Italian flair.