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# EMN Workshop

## Social media: a tool for effective dissemination strategies

27 October 2023, 09.00-16.00 (EEST)

Location: Sun Hall Hotel, Larnaca, Cyprus

## Agenda

### 1. RATIONALE AND AIMS

Undoubtedly, social media tools have become a great part of our everyday lives. From sharing to provision of information and updates on topics of interest, social media have become the main mediums for the audience to follow-up topics of every aspect. The role of the government agencies within this process is not only to legislate on related matters thus to safeguard the rights of the content creator and the user respectively. Government agencies and the public sector in general are somehow called to share their profile and information with the general audience, via these tools.

Moving towards a digital communication world, the audience shall have direct access to information regarding topics of interest or concern thus increasing the visibility and impact of the bodies digitally engaged. However, being social media literate, equals awareness on the usability of those tools, and additional knowledge on their advantages and disadvantages.

The workshop will primarily be informative about the advantages and disadvantages of using social media by public interest organisations, as well as ways to improve and upgrade their use. It will further focus on the efficiency of digital communication for government agencies and the public sector and introduce important aspects of this topic, thus successfully developing a social media identity that will correspond to the role the public sector has for the wider public.

Podcasts switched within the last two decades from just an innovative idea to a medium of actual use. A significant bibliography has already been published arguing for the advantages of this medium. The workshop aims to provide a brief description of the advantages of podcasting as a tool of visibility and knowledge repository on general interest topics for professionals as well as the public. Furthermore, an introduction to practical guidelines will be provided.

## 2. PRACTICAL INFORMATION

- In person conference
- EMN NCP members, government and public sector professionals
- Language of the Conference: Greek and English

### AGENDA

Date	
<b>08.30–09.00</b>	<b>Registration and welcome coffee</b>
<b>09.00-10.45</b>	<b>Creating an effective communication strategy</b> <ul style="list-style-type: none"><li>■ George Pittas, Creative Director / Communication Specialist</li></ul>
<b>10.45-11.15</b>	<b>Coffee Break</b>
<b>11.15–13.00</b>	<b>How to create content for social media</b> <ul style="list-style-type: none"><li>■ George Pittas, Creative Director - Communication Specialist</li></ul>
<b>13.00-14.00</b>	<b>Lunch Break</b>
<b>14.00 – 16.00</b>	<b>Podcasting</b> <ul style="list-style-type: none"><li>■ Andreas Fylactou, Actor - Producer</li></ul>