

Session: Let's make it go viral – on site session

Aim of session: the aim of this session is to make the participants familiar with some of the aspects of social media presence, emphasizing case study of the organizers.

Material needed: None

Time of session: 1 hour

Description of session: this kind of session (a follow up of the webinar) needs to have a short summary of the online part. Summary shouldn't be too long – just the essential conclusions of the webinar. It is suggested to firstly show how work in social media starts for many universities, since most participants are in the same beginner stage. Next, the presentation goes through questions and issues that are common for the majority of people that promote their institution in social media, but are not professionals, for example: is interaction a good measurement of students' satisfaction? Local language vs English – how to be coherent? Should we follow all trends in social media? All the issues presented are accompanied by an example an explanation of why a certain action or decision in the hosting institution was made. In the final part of training, few examples of "success stories" (material that got big attention) could be presented to directly connect the presentation with its title: "Let's make it go viral!"

Other notes: Session's content should be adjusted to participants' level of understanding of the topic measured during 2 webinars preceding the on-site training.