



Social Media, a Tool for Psychologists

CPD Group Discussion

Details

Time:	2-4 pm
Duration:	2 hour session
Type of Event:	CPD Group Discussion
CPD Points:	2 CEUs

Event Information

Who should Attend:

- Psychologists/Psychometrists
- Interns / Psychology students
- HR practitioners

Trainers:

Katherine Roper, I/O Psychologist

Overview

Social media has taken over online communication since its inception, with many industries/organisations embracing this medium to communicate with their customers and to launch their marketing strategies. However, with the vast and varied types of social media available, knowing where to start or how to effectively leverage this medium may be challenging for professionals, especially in our industry. This discussion group aims to introduce delegates to the basics of Social Media, explain the different social networks, and discuss the different purposes/benefits that can be achieved by utilising them. Some of the social media types that will be discussed are as follows: Linked-in, Facebook, Twitter, Google +

Delegates are encouraged to share their experience with utilising social media in their work.

Agenda

- Introduction to the different types of social media
- Discussion of what each type of social media can be used to achieve
- Discussion around how you can develop your own social media strategy or campaign.

Johannesburg & Durban

Jackie Barber

Address: 15 Hunter Avenue, Ferndale, Randburg

Email: training@jvrafrica.co.za or jbarber@jvrafrica.co.za

Tel: 011 781 3705/6/7

Fax: 011 781 3703

Cape Town

Alida Walker

Address: Block 3 Oude Westhof Village Square, Van Riebeeckshof Road, Bellville

Email: awalker@jvrafrica.co.za

Tel: 021 913 0541

Fax: 021 913 0542