

[Museums Australia]

South Australia

Friday 22nd October 2010

2pm – 5pm

Edgeloe Room*, Mitchell Building,
University of Adelaide

Cost: \$20 MA Members
\$35 nonmembers

Afternoon tea provided

RSVP ESSENTIAL to
enquiries@reganforrest.com by
Wednesday 20th October

*we regret that this venue is not wheelchair accessible

*Social media . . . everyone's talking about it.
But what actually IS it, and what does it mean
for smaller museums?*

If you or your institution has ever asked this question, then this workshop is for you!

Getting started with social media

A professional development workshop presented by Museums Australia
(SA Branch)

The workshop is specifically designed for small museums with limited resources. Since it will assume little to no knowledge of social media, it's perfect for digital novices and people who are interested in social media but don't quite know where to start.

The workshop will include an introduction to social media, the available platforms (twitter, flickr, facebook etc) and what each is used for. By the end of the workshop, participants will have a basic understanding of the potential of social media for their museums, as well as some practical tips about how to get started.

Hosting the workshop will be **Darren Peacock**, Director of **Sweet Technology**. Darren has twenty years' experience in planning and managing information and communication projects and services and established Sweet Technology in 2004. He has extensive experience with the non-profit and cultural sector, with clients including History SA, Royal Institution of Australia and Museum Victoria.