



The Public Sector
Communications
Conference Series

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Context:

Tweet, like, share, snap and post. Social media has revolutionised how we inform, engage and communicate with each other and our target audiences.

Join your colleagues and peers from across the public sector to discuss, debate and hear the latest in creating engaging fresh content, designing and developing a social media strategy, identifying the right channels, measuring success, using video and the future of social media all on a constrained public sector budget.

Website and full agenda:

Check out the latest confirmed speaker line-up and up-to-date agenda on our [website here](#). [1]

[- Want to register for the event, just click here](#) [2] -

You'll be in fantastic company with our confirmed speaker line-up below:

- **Joanna Blackburn**, Head of Digital Communications, BEIS
- **Josephine Fawkes**, Director of Marketing & Communications, Saïd Business School, University of Oxford
- **Alicia Custis**, Head of Communications and Marketing Stockport, NHS Foundation Trust
- **Peter Sharples**, Web and Social Media Specialist, West Midlands Combined Authority
- **Emma Leech**, Director of Marketing and Advancement, Loughborough University
- **Andrea Ttofa**, Head of Organ Donation Marketing, NHS Blood and Transplant
- **Charlie Beaty-Pownall**, Senior Social Media Manager, Cancer Research UK
- **Justin Clark**, Social Media Specialist, Transport for Greater Manchester

- **Emma Reynolds**, Head of Communication, National Crime Agency
- **Tom Wright**, Director of Digital Student Life, University of Lincoln
- **Scott McLearn**, Senior Digital Manager, Registers of Scotland
- **Helen Chivers**, Head of News and Social Media, Met Office
- **Nana Crawford**, Social Media Manager, HM Land Registry
- **Simon Enright**, Director of Communications, NHS England
- **Tom Freestone**, Head of Social Media (Interim), HMRC
- **Michael Connolly**, Head of Digital Engagement, DWP
- **Kailesh Sudram**, Head of Social Media, DWP
- **Paul Mabb**, Digital Analyst, HM Land Registry
- **Becky Brynolf**, Social Media Lead, Shelter

Key points for 2018:

- Successfully using social media to drive real change
- Planning, creating and delivering engaging content
- Developing and refreshing a social media strategy
- Measuring engagement and boosting ROI
- Crisis communications and social media
- Right channel, right time: Reaching your target audience
- Video, video and more video: Tools and techniques for live content
- The future of social media: New channels, new rules?

Discover our [website here](#) [3] and register for the [event here](#). [4]

Who is attending:

- Heads of Crisis Communications
- Heads of Corporate Communications
- Heads of Communications
- Heads of Correspondence
- Heads of Digital
- Heads of Internal Communications
- Heads of News
- Heads of Operations
- Heads of PR
- Heads of Security
- Heads of Social Media
- Heads of Strategy

Don't forget to checkout the full website

[Just click to discover the full speaker line-up and agenda.](#) [1]

Certification:

Dods is a registered Continuing Professional Development provider. For more information on the CPD, [please click here](#) [5].

Source URL:

<http://publicsectorcomms.dods.co.uk/social-media-conference-18th-june-london-26th-sept-manchester-27th-feb-sheffie>

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Links

[1] <http://bit.ly/PublicSectorSocialMedia>

[2] <https://www.eventsforce.net/dods/6647/register>

[3] <http://socialmediaconference.dods.co.uk/>

[4] <https://www.eventsforce.net/dods/6647/register?mc=website/register>

[5] <https://cpduk.co.uk/>