

# Using Social Media for Business

## FREE CAPACITY BUILDING WORKSHOP FOR GLASGOW SME'S & SOCIAL ENTERPRISES

GRREC Temporary Visitors Centre | 425 Polmadie Road | Glasgow | G42 0PJ

**Thursday 11<sup>th</sup> September 2014 | 10.00 – 12.00 hrs**

Part of the FTSE 250 Pennon Group, Viridor is Scotland's leading recycling, renewable energy and sustainable waste partner. Working with 96% of Scottish local authorities, public bodies and Scotland's leading businesses, Viridor operates a £100m Scottish network of advanced recycling infrastructure and is investing £500m to translate Scottish zero waste policy into practice.

Viridor is working with Glasgow City Council to design, build finance and operate a European class modern recycling and renewable energy centre to better manage the city's 200,000 tonnes of residual waste that until now would have gone to landfill. The £154m project will deliver a broad range of opportunities for small businesses and social enterprises including a commitment to support a programme of capacity building workshops.

### **Content: Using Social Media for Business**

- How to tell your story on social media
- Monitoring and managing your social media platforms
- Tips on building followers
- Identifying influencers
- The good, the bad and the ugly – when social media goes wrong

How your business can benefit from using social media to promote.

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**Local business and enterprise**