



Training

Emerging Futures

EMERGING FUTURES

In December last year, we ran a new training course for the first time called Creating a social media campaign, the aim of which was to give organisations the skills and tools to run a successful social media campaign to maximise the impact of their work.

One of the attendees was Holly Newton from Emerging Futures. After attending the training, she commented:

“The Social Media Campaign training was enjoyable, very well delivered, and contained a huge amount of extremely useful info. I am excited to run my first campaign now and look forward to future training with Aneeqa.”

In the new year, Holly got back in touch with us to let us know that she had ran a successful social media campaign which gained the following results:

- Reach on Facebook went from 300 (average) to 1700 during first two weeks of campaign
- 4 potential volunteers contacted via Facebook/email, mentioning campaign (usually get none via social media)
- BBC Radio Gloucester contacted enquiring about groups for promotion
- 42 new likes in two weeks (average 2-4 per week usually)

For more information on Emerging Futures, visit:

<https://www.emergingfutures.org.uk/>

If you would like to attend the workshop look out for future sessions on our training calendar: <http://bit.ly/2knJkoH>

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