



Social media for STM societies

What social media is. What your publisher should be doing with it.
What your society could be doing for itself. Creating an action plan.

*A half-day, 4 hour workshop
comprising four linked segments:*

What is social media?

Defining terms; determining benefits;
matching platforms to tasks; managing
your social media presences

Is your publisher meeting the challenges of social media on your behalf?

What your publisher is doing; what they
should be doing; questions to pose to
your publisher at your next board meeting;
what to ask when preparing your next RFP

Evolution isn't over: the future of scholarly journal publishing

Identifying the issues; reviewing self-
publication platforms; considering the pros
and cons of bringing your publication in-
house

Structured round table discussion

Generating clear, achievable action points

Where could this workshop be run?

- Editorial board meeting
- Journal strategy day
- Professional congress
- Local, regional, national or international conference
- One-to-one or small group mentoring for senior executives

**Contact Andrew Spong
to discuss your
society's requirements,
request a quotation, or
make a booking**

**We work with scientific, technical, & medical
literature. We use social media. We STweM.**