

CASE STUDY

Objective

- Create and deliver a one day training course covering 15 key social media platforms for librarians

Why Aisling Foley Marketing?

- 25+ years' international marketing experience with excellent track record



Results

- Full day interactive, social media training with hands-on individual and group practical sessions
- Launched 2012
- Course held several times a year



Background

Founded in 1994, [McGrath Barrett & Associates](#) provides high-quality, relevant and enjoyable training courses for the staff of libraries and information services in Ireland.

In 2012, Bríd McGrath and Julia Barrett wished to extend the organisation's training portfolio to include social media and was looking for an associate to assist with creation and delivery. Aisling was chosen because of her extensive marketing experience.

Together Aisling and Bríd developed the hugely popular Social Media Training for Librarians. It is a full day, fun, interactive course with hands-on, practical exercises and held a few times a year.

Results

The first full day social media training with Bríd and Aisling was launched in 2012. It continuously evolves and currently includes:

- What is social media and how to use it
- Facebook, Twitter, LinkedIn, G+, blogging
- Snapchat, Instagram, YouTube
- Pinterest, Flickr, Tumblr, Vimeo, Podcasting, Litsy, Wattpad
- What to include in a social media plan
- Using Hootsuite and measuring success

Attendee feedback

Very well presented and researched. Clearly Bríd and Aisling have lots of experience with social media and that comes across in their presentation. Fun and light-hearted too!

Stimulating, interesting – both presenters informed and enthusiastic. I was encouraged and enthused to find out more about social media.

I think you've pitched it right for a mixed audience of those who are new to social media and those who use it regularly for personal use – into professional.

Everything was excellent, I will be recommending [the course] to my colleagues.

I enjoyed the day – the practical sessions were particularly useful – we really learn by doing. There was lots of information that was new to me, so I found it very educational.

“Aisling was the obvious candidate for me because of her experience. She has been working in marketing for over 25 years and actively using social media for herself and her clients since the early days back in 2007. A lovely bonus is that we have great fun delivering the course.”

Bríd McGrath, McGrath Barrett & Associates