

**HerSay Invitation**  
**Let's get social! - how to raise your digital profile**  
**Wednesday 5th November 2014, 9:30am- 12pm**  
**Two Temple Place, London, WC2R 3BD**

You are warmly invited to a FREE HerSay social media workshop on Wednesday 5th November 2014 at Two Temple Place, London, WC2R 3BD (nearest Tube is Temple Station).

Social media channels are shaping the way audiences access news and information about individuals, organisations, products and services. However, many of us still remain nervous or unsure of how to fully engage across platforms such as Facebook, Twitter, Instagram, Tumblr.

In the latest of HerSay's expert training series, digital and social gurus *Tom Sawyer Effect* will give you top tips on how to make the most of digital and social media in this friendly and practical half-day workshop. This event is kindly supported by The Bulldog Trust [www.bulldogtrust.org](http://www.bulldogtrust.org)

Ben Mason, Founder and Director of the *Tom Sawyer Effect*, a leading communications company that strives to integrate digital & social media tools and approaches with PR, marketing and the real world in a playful way, will share how to maximise your online profile.

The venue has free wifi and we expect this to be an interactive session, so please bring your phones, tablets or laptops to enable you to fully participate in this informative course.

HerSay is the UK's leading media resource centre for female experts which aims to help women raise their profile in the media. As this event is free to attend, places will be offered on a strictly first-come-first served basis and are expected to go quickly!

To attend, please RSVP to Heather at [heather@bulldogtrust.org](mailto:heather@bulldogtrust.org)