

DIGITAL MEDIA DAYS 2019

DATE

21 March 2019

Final Version

SOCIAL MEDIA

EBU contacts:

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AGENDA

Thursday 21 March

Moderation: Grace Zakka, EBU**09:00 WELCOME and AGENDA****Grace Zakka**, Digital Project Manager, EBU**09:15 FACEBOOK: CREATING SOCIAL VIDEOS**

Join us to learn how to engage fans and expand to new audiences by creating video that's social and interactive. Hear about Facebook's latest tools and products that can support your content development and help you reach more people on the platform. This workshop will also highlight how broadcasters have successfully built and engaged a global community while leveraging existing resources and work flows.

Hassan Salahuddin, Strategic Partner Manager, Facebook**John Severinson**, Head of Media Partnerships – Nordics, Facebook**10:00 BUILD YOUR PRESENCE ON GOOGLE SEARCH**

Google Search started 20 years ago and continues to evolve every day. Join us in learning about the evolution of this journey and how Search enables users to connect and engage with Media and Entertainment content.

Lokesh Gupta, Strategic Partner Manager, Google

10:45 **BREAK**

11:00 **UPSKILLING FOR SUCCESS WITH EBU ACADEMY**

A look at the upcoming Master Classes and an overview of Regional Learning Hubs that were recently set up at Members' Organizations.

Nathalie Labourdette, Manager of EBU Academy

11:15 **SOCIAL MEDIA X NEWS – PANEL DISCUSSION**

Social media plays a big role in news, nowadays more than ever. In this session we look at what some EBU Members are doing in this field, as they exchange knowledge on best practises and new strategic approaches in the newsroom.

Moderation:

Erica Lascelles

Social Media Manager, SVT

Panellists:

Aline De Volder

Social Media Coordinator, RTBF

Stan van Engelen,

Editor in Chief Metropolis TV, VPRO

Sebastian Katthöver,

Audience Development Lead, DW