

## Workshop will cover the following topics:

- Need for socially smart and creative librarians in digital era;
- Principles of social media and digital marketing;
- Contributors in creation and publishing of content;
- Discussions on theoretical and practical aspects of major social media sites
  - Facebook,
  - Twitter
  - LinkedIn
- Methods to create successful blogs
- Strategies for developing digital content



## TAKE THE NEXT STEP

### Registration

The registration fee is ₹6,000, which includes workshop kit (reading material on CD-ROM) and working lunch/tea. Confirmation of registration is possible only if the registration form is received along with the registration fee. Transportation and lodging cost will be borne by the participants.

*(For further details please refer to the registration form)*

## LAST DATE FOR REGISTRATION: October 31, 2017

You can register online at, <http://www.teriin.org/events/smart-library> OR Send local cheque/bank draft in favour of 'TERI', payable at New Delhi, India, along with the completed registration form at below-mentioned address

*Note: Participation fee is non-refundable*



The Energy and Resources Institute

## For more information, please contact

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Fax: 91-11-2468 2144 or 2468 2145, [www.teriin.org/events/smart-library](http://www.teriin.org/events/smart-library)

# Workshop on SMART Libraries 2.0

Digital Marketing and Role of Social Media  
in Building Smart Libraries 2.0

Date: 8–10, November 2017

Venue: TERI, India Habitat Centre, New Delhi



Partner



Organizer



The Energy and Resources Institute

## UNDERSTANDING AND LEVERAGING DIGITAL MARKETING THROUGH SOCIAL MEDIA

Digital marketing is the future of marketing and social media makes it easy to reach your audience and collect information on the viewer. Social media platforms, such as Facebook, LinkedIn, Twitter, YouTube, Blogs, are everywhere and one of the most debated topic today. As per the 2017 Social Media Marketing Industry Report, Facebook is the most important social network preferred by 62% marketers, followed by LinkedIn at 16%. Tactics and engagement are top areas marketers want to master, and at least 91% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media.

### OBJECTIVES

- To acquaint information professionals/librarians about social media and digital marketing skills;
- To train library professionals about creating digital marketing and social media strategies;
- Develop library brands using social media tools.

### WHO'S IT FOR?

The workshop is intended for library and information professionals, knowledge managers, information entrepreneurs, and e-content developers with some experience of social media in the workplace; beginners can also benefit from this workshop.

In order to provide individual attention and training facilities, the workshop shall be confined to **limited number of participants, not exceeding 30**.

Lectures • Case-based Teaching • Hands-on Activities



### RESOURCE PERSONS AND TRAINERS

Eminent and leading practitioners and academicians from digital marketing and social media fields would be conducting the workshop.

# What you learn?



Digital Marketing



Search Engine Optimization



Social Media Marketing



Facebook



Twitter



LinkedIn



Blogging



Measuring Metrics



User Engagement

*\*Participants are also requested to bring their own laptops for training purpose. The workshop venue will be equipped with laptop-charging stations and free Wi-Fi.*