

## HOW SOCIAL MEDIA WORKS FOR LIBRARIES PROGRAMME

**09.30am** | Registration - coffee/tea

**10.00am** | Welcome Mr. François Croquette, Director of the French Institute in the United Kingdom

Introduction – **John Lake**, Current vice-chair of ILIG (International Library and Information Group) of CILIP.

**10.15am** | Chair of the Conference and Speaker: Phil Bradley, UK,  
*“Social Media and libraries - a perfect fit”*

**10.55am** | Speaker: Rui Zink, Portugal, 🇵🇹  
*“Feed me, Feed me”*

**11.35am** | Coffee/tea break (15 min)

**11.50am** | Speaker: Romain Gaillard, France, 🇫🇷  
*“Building team culture and strategy in social media activities based on inbound marketing”*

**12.30pm** | Lunch Break (1 hour)

**1.30pm** | Speaker: Nieves González Fernández-Villavicencio, Spain, 🇪🇸  
*“What, how and why of social media in Spanish libraries”*

**2.10pm** | Speaker: Christina Bambini & Tatiana Wakefield, Italy, 🇮🇹  
*“Changing needs, changing roles: social media, libraries and communities in a high-tech age”*

**2.50pm** | Coffee/tea break (15min)

**3.05pm** | Speaker: Ms. Sina Schröder from Germany, 🇩🇪  
*“It’s not about PR – it’s about customer care: the Bücherhallen Hamburg in the social web”*

**3.45pm** | Concluding Panel Discussion (30mn)

**4.30pm** | Finish