

# Building and effectively using Social Media campaigns

*Workshop with: Luís Filipe Dias*

*International Broadcaster Multimedia Portuguese professional*



## *>Topics to be covered*

*How does the audience use Social Media*

*What the IIP bureau utilizes SM*

*Case Studies*

*Hands on project for development*

*Future of SM, Where is going...?*



**Instituto Superior Técnico**

Sala Q5.1 (Piso 5 – Torre Sul)

**18 Dezembro 2013 | 15h00**

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>Organização

