



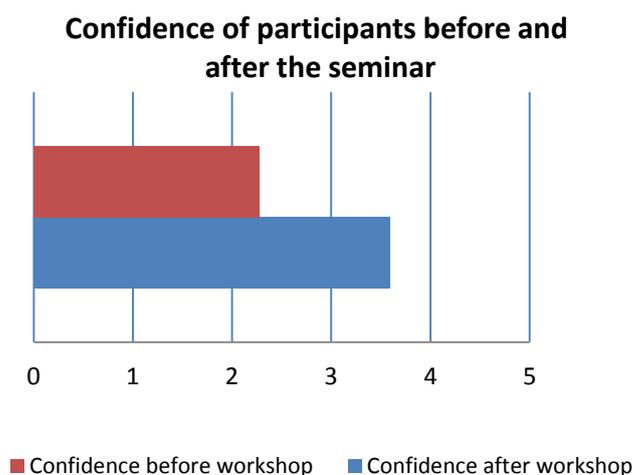
Evaluation of 'Introduction to Social Media' course



In autumn 2011 'Introduction to Social Media' workshops were delivered on behalf of Creative Derbyshire by SocialMyna. Workshops took place in Ripley Library (21st September and 5th October) and Ilkeston Library (19th October). Across all three events there were a total of 21 attendees – all of whom were artists or creative businesses from across Derbyshire. This analysis is based on replies to 11 feedback forms. All of the participants said they had enjoyed the course and 91% said they would recommend the course to a colleague.

The most effective form of advertising was through direct email invites from the Creative Derbyshire mailing list, although other participants said they heard about the event on Facebook and Twitter.

In terms of quality of delivery, participants were asked to rate the workshop out of five – the score for this element was 4.27 out of 5. Feedback was very positive and included comments that the course was aimed at creatives and delivered by creatives, that it reflected the way creative businesses use social media and that it was an informative and interactive session.



Participants were asked about their levels of confidence in using social media (out of 5) before the training and then after. The average points score increased by 1.3 as a result of the training. Many of the creatives at the event did not have a social media account before the event

With regards to the starting level of participants, 27% said their confidence level was 1, 27% said their confidence level was 2 and 36% stated it was 3.

Participants were also asked to rate the quality of the venues used (Ripley and Ilkeston Libraries) out of 5, with the average score being 4 and with the score for accessibility of the venues being 3.9. As a result of SocialMyna's investment of time into running the events, they have developed their own independent 'Facebook for Creatives' and 'Twitter for Creatives' workshops, providing affordable and more in depth training for artists and creatives to develop their skills in social media. S4W has supported these courses by providing free use of the training suite in Denby House Business Centre to keep the cost affordable.

Further follow up is planned for January to look at the impact of increased confidence amongst participants in using social media and any additional positive outcomes such as increased network opportunities, securing new commissions or sales, developing new products or special offers and the incorporation of digital media into their marketing strategies.