



THE GLOUCESTERSHIRE BUSINESS SHOW

Gloucestershire's Festival of Business & Innovation

#GBS19

Workshop

**Social media for
business – keeping
your perspective
and your sanity**

Tuesday 21 May 3:00pm



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Cheltenham Town Hall, Imperial Square, Cheltenham, GL50 1QA

In association with

nettl
of Gloucester & Cheltenham

Luan Wise
sayhello@luanwise.co.uk



Tuesday 21 May 3:00pm

Social media for business – keeping your perspective and your sanity

Social media and digital communications are here to stay. The world of business communication is having to adjust fast and for many small businesses, especially start-ups, getting it wrong can be fatal. Luan explores how to keep perspective, keep your sanity and use effective tools to manage social media.



Luan Wise

Chartered marketer Luan Wise was recognised as one of the top five female marketers in the UK for the #LinkedInBestConnected social campaign in 2015.

She was subsequently invited to audition as a course instructor for LinkedIn's online learning platform and has produced seven courses to date, viewed

more than 300,000 times. She is also an accredited trainer for Facebook's #shemeansbusiness campaign with Enterprise Nation. She is author of the award-winning book 'Relax! It's Only Social Media' and creator of the 'Social Media Planner', listed by The Independent as one of the '9 best books for entrepreneurs'.

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<https://social-media-for-business-keeping-your-sanity.eventbrite.co.uk>

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