

UK MoD and US DoD speakers announced for Social Media in the Defence and Military Sector

Smi reports: New programme details announced for Social Media in the Defence and Military Sector 2020

LONDON, UNITED KINGDOM, August 5, 2020 /EINPresswire.com/ -- The 10th annual [Social Media in the Defence and Military Sector Conference](#) will reconvene in London on the 18th - 19th November 2020.

As military and government officials prepare their latest presentations for the upcoming attendees will have the chance to engage with a dynamic audience of industry experts and social media platform specialists and explore crucial topics such as recruitment, audience engagement, crisis response tactics and combating fake news.



The poster features a blue background with the text 'Smi presents the 10th annual...' at the top. Below this, 'SOCIAL MEDIA IN THE DEFENCE AND MILITARY SECTOR' is written in large, bold, black letters. The dates '18th - 19th November 2020 | London, UK' are centered below the title. A central image shows a smartphone with several colorful social media icons (Facebook, Instagram, Twitter, YouTube, etc.) floating above it. At the bottom left is the SMi logo with the tagline 'LINKING BUSINESS TO INFORMATION'. At the bottom right are the website 'www.militarysocialmedia.com', the Twitter handle '@SMiGroupDefence', and the hashtag '#milsocialmedia'. The title 'Social Media in the Defence and Military Sector' is printed at the very bottom.

For interested parties, a £100 discount will be added to the conference price for registrations made by 30th September. Register at <http://www.militarysocialmedia.com/einPR4>

[Agenda Updates: New UK MoD and US DoD Speakers](#)

This year, Mr Ed Low, Senior Communications Officer, Directorate of Defence Communications, UK MoD, has joined the speaker line-up. Mr Low will be presenting on 'UK MoD's Digital Communication Strategy and the Impact of Covid-19' covering:

- The MoD's newest communications initiatives and case studies of success
- Adapting digital messaging in a COVID-19 world: how the MoD is ensuring that it engages in an effective, appropriate, and targeted way
- How the MOD developed content to build public trust and provide an insight into the work of

defence

• How the MOD reorganised its digital communications teams to be more effective during the COVID19 crisis.

Mr Kuande Hall, Manager, Social Media Training Office, Defense Information School, US DoD will also be presenting exclusively on 'Six Demands for Social Media Success' covering:

- The Importance of Creating Social Media Strategy
- Identifying Your Target Audience
- Establishing Your Brand Identity

The two-day event will comprise of exclusive Host Nation presentations from the UK MoD and dedicated sessions on COVID-19 response and the role of the military in keeping the world virus-free.

For more information, the full agenda is available to download on the website at <http://www.militarysocialmedia.com/einPR4>

Social Media in the Defence and Military Sector

Conference: 18th – 19th November 2020

Workshop: 17th November 2020

London, UK

Sponsored by: i3 GEN

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