



# Making Social Media Work

## Across Cultures and Contexts

*Take advantage of today's technology to build relationships and win your clients of tomorrow!*

Social media is rapidly changing how we communicate in personal, professional and social spheres. The following **webinars** are designed to help you understand the role of these platforms and how to use them **effectively**.

### ✓ **Social networking across cultures and platforms:**

- What role does culture play in social media?
- Sharing information and building trust
- How to communicate effectively across social media platforms

### ✓ **How to use social media effectively across cultures for:**

- Internationalisation
- Marketing
- Strategic Communication

### ✓ **Using Social Media for Community Management**

- What is “*Community Management*” and why is it becoming so important? Exploring the essentials of Community Management for the *non-profit sector*.
- Exploring the essentials of Community Management for *corporations*



Jenny Ebermann  
Coach • Trainer • Speaker • Consultant





**Jenny  
Ebermann, MSc**

*International,  
Innovative and*

*Visionary Senior Communications and  
Leadership/Personal Development  
Professional.*

With over 13 years successful multicultural, cross-functional and virtual team management, Jenny possesses hands-on experience in the Public Sector, International Organizations, NGOs and Multinational Corporations (B2B/ B2C) in various countries and continents.

Jenny is fluent in Dutch, German, English, French, Spanish and has a good knowledge of Italian/Arabic.



**Pari  
Namazie, PhD**

*Pari has over 20  
years experience*

*working as an intercultural, HR and  
organisational development consultant.*

She has collaborated with Fortune 500 companies providing solutions to develop intercultural competence, personal leadership, global team performance as well as building trust and organisational commitment. Pari is Managing Partner of Atieh International, a strategic management consultancy based in Vienna, Austria.

She is fluent in English and Persian and speaks basic German.

## Contact

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