Expert panel

Central bank communication via social media

Duration
2 – 4 March 2020 (3 days)

Deadline for application
10 January 2020

Venue
Frankfurt

Objective
The rise of social media presents fresh opportunities and challenges for central bank communication. With their emphasis on interaction, content sharing and collaboration, social media are quite distinct from conventional communication channels.

This expert panel provides a platform to discuss social media as a channel for central bank communication and to exchange practical experiences. All participants are invited to share their social media strategy with the working group. The Bundesbank will give examples of social media marketing for special events and of addressing a younger target group with social media channels such as Instagram.

Content
– Overview and discussion of different types of social media used by central banks
– Opportunities and challenges of social media for central bank communication
– Social media case studies
– Examples of cooperation with influencers
– Discussion on specific social media channels and their functions
– Social media monitoring

Target group
The course is designed for mid- and senior-level central bank staff with a special interest in social media. Candidates are expected to have practical work experience in the area of central bank communication, especially in the area of social media. Participants should be willing to share their experiences and are expected to actively contribute to the event by presenting a short case study illustrating the use of social media at their central bank.