

Public.

Social Tools

How should one manage a Facebook business pager? How does one decide which content is efficient? How does one launch a 'call to action'?

She Means Business, the **Facebook** project that promotes female entrepreneurship is ready to kick off. The project, which is implemented in Italy in collaboration with the Fondazione Mondo Digitale, is in Rome today to teach women how to use social tools to promote an entrepreneurial activity with a focus on art and tourism.

Facebook used the 'train the trainer' model to prepare Fondazione Mondo Digitale coaches, who will hold courses for **3500 women throughout Italy during the course of 2018**.

Roman coach **Astrid D'Eredità** is an archaeologist and an expert on digital communications and cultural heritage. She has developed communication strategies for museums, projects and cultural institutions, and currently manages the ArcheoPop on-line community (social media strategy e management).

Facebook: Astrid D'Eredità

Twitter: @astridrome

Instagram: @astridrome

The course will also feature an open debate with experts.

#SheMeansBusiness

Nov. 22, 2017, 3.30 - 7.30 pm

Galleria del Cardinale,

Via della Pillotta 17/A, Rome

AGENDA

3.30 pm | Registration and Welcome

4.00 pm | Using Facebook and Instagram, Coach Astrid D'Eredità

6.00 pm | Introduction by Barbara Stefanelli, Seniore Deputy Director, **Corriere della Sera**

6.15 pm | Keynote Speech: Maria Elena Boschi, Undersecretary of State to the Presidency of the Council of Ministers

6.45 pm | Panel Discussion

Laura Bononcini, Institutional Relations Manager, Facebook Italia

Mirta Michilli, Director General, Fondazione Mondo Digitale

Chiara Burberi, President, Redooc

Linda Lanzillotta, Deputy President, Italian Senate