

For Immediate Release: 3rd April 2012

**An evening examining the uses of audio within Social Media at
Liverpool's Social Media Café**

On Thursday April 19th, Static Gallery on Roscoe Lane will once again host Social Media Café Liverpool, this month exploring the growing use of audio within Social Media. We'll be examining online audio platforms, podcasting and the uses of audio for business development.

A panel of three experts will present on their areas of specialism in audio and social media, be that marketing, journalism, writing, teaching or music. The forum will then be opened out to the floor for a more general discussion and Q&A session.

The use of audio in social media has grown steadily since the dawn of podcasting and today with platforms like Audioboo and Soundcloud enabling public engagement in projects and products it's still expanding.

The panellists this month are Musician and Writer - Dan Lynch, The Podcast Guy and European Podcast Ambassador - Dave Thackeray and Podcaster Graham Holland from Liverpool Acoustic Live.

Dan Lynch, co-organiser and speaker said

"People should come along to learn more about podcasting and how it can be useful for business, marketing or just for fun. I've been very lucky that making a popular podcast has opened many doors for me over the years. My own story ties heavily into social media and SMC Liverpool makes the perfect setting to tell it."

The presentations are followed by a Panel discussion and Q&A session open to everyone for contributions, with questions being taken from twitter and via the Live Video Stream using the Hastag #SMCLiv.

Social Media Café Liverpool is an evening examining the way that Social Media affects society, discussing its uses and implications. It will promote a responsible and professional use of these digital tools, be that in for personal or business purposes.

Social Media Café Liverpool is organised by How Why DIY CIC which aims to promote technological and digital understanding in Liverpool.

End

Listing Information

Social Media Cafe Liverpool

Date: 19th April

Time: 6.00-11pm

Venue: Static Gallery, (Static Trading), Roscoe Lane off Berry Street, Liverpool, L1

Cost: Free but please book

Tickets available from:

<http://socialmediacafeliverpool.wordpress.com/book-now/>

Refreshments: Pay Bar

Accessibility: The venue is accessible for wheelchair users but has no hearing loop.

Twitter: @smcliv

Website: <http://socialmediacafeliverpool.wordpress.com>

Email: socialmediacafeliverpool@gmail.com

Notes to editors:

How Why DIY

A Community Interest Company that is involved in the production of a number of events in Liverpool including Ignite Liverpool and Social Media Café Liverpool.

It produces workshops and talks that aim to promote a better understanding of digital cultural and the tools of production. <http://www.how-why-diy.com>

Ignite Liverpool

Enlighten Us but make it quick – is the motto. These events are open, simple and short sessions where presenters share their personal and professional passions, using 20 slides that auto-advance every 15 seconds.

<http://igniteliverpool.defnetmedia.com/>

Social Media Café Liverpool

Social Media Cafe Liverpool is a fun and informal (but informing!) evening of discussion and socialising for everyone interested in social media. Whether you are newly interested in the digital world, or are already a confirmed social media junky, come and be informed, inspired and share your knowledge and experience. <http://socialmediacafeliverpool.wordpress.com/>

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Biogs:

Dan Lynch

A writer, [musician](#), developer, [broadcaster](#) and hopeless geek from [Liverpool](#) in the UK. I'm committed to [Free & Open Source Software](#) and [Creative Commons](#), I write and broadcast about both, mainly through the [Linux Outlaws](#) and [Rathole Radio](#) podcasts. You may also know me as a host of [FLOSS Weekly](#) on the [TWIT Network](#). <http://danlynch.org/>

Dave Thackeray

Marketer, journalist, digital evangelist and author. He runs [Word And Mouth](#), a content marketing company for Sharing Superheroes. Word And Mouth has two children: [The Podcast Guy](#) for people passionate about their products,

and the forthcoming [Business Book Reviews](#) web video channel.

<http://www.davethackeray.com/>

Graham Holland

Is a qualified teacher, e-learning professional, Apple Distinguished Educator, podcaster, website builder, live music promoter, Scouter, new media enthusiast, and occasional musician. <http://grahamholland.co.uk/>