

# Twitter for PR and managing bloggers

Blogger Dax Villanueva conducts Jo'burg workshops in Twitter for PR and managing bloggers on Thursday, July 24 8am to 1pm at The Fairway Hotel & Spa in Randburg.

Dax is one of the most successful lifestyle bloggers in South Africa with over 7000 Twitter followers.



"Effective Blogger Engagement for PR professionals is a four-hour training. I'll be covering assessing the potential of effective engagement, how to select which bloggers to work with and why, how to maximise exposure and articulating ROI", he says.

Fee is R650 and includes a light lunch after the session.

## Using Twitter effectively

That afternoon, between 2pm and 6pm, Dax will be offering another four-hour session, this time dedicated to using Using Twitter Effectively.

"I'll start with the basics, What is Twitter and why is it so important? but quickly move on to how it fits into a communications strategy, how to develop content, ways to harvest content from others, using #tags and best practice when it comes to the Twittersphere. I will also talk about using images, tracking, advertising as well as talk about tools such as Hootsuite and TwitterAudit", he says.

The fee is R650 per person and includes lunch before the session.

Book for the [Blogger session](#) here and for the [Twitter workshop](#) here and see [www.pr-net.co.za](http://www.pr-net.co.za) and [@PRNetZA](https://twitter.com/PRNetZA).

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