

PŴER CYFRYNGAU CYMDEITHASOL A'R BÊL LAN MÔR: GWEITHDY I FUSNESAU BACH



THE POWER OF SOCIAL MEDIA AND A BEACH BALL: A WORKSHOP FOR SMALL BUSINESSES



22.05.2017

10:00 - 12:00

**CANOLFAN REOLAETH, PRIFYSGOL BANGOR
MANAGEMENT CENTRE, BANGOR UNIVERSIRTY**

Ydych chi rhwng dau feddwl ynglŷn ag ymroi i ddefnyddio pŵer y cyfryngau cymdeithasol ar gyfer gwella cynaliadwyedd neu ydi'r holl beth yn ormod o ymdrech?

YNA DYMA'R GWEITHDY I CHI

Cyfyngau Cymdeithasol yw'r adnodd marchnata mwyaf pwerus yn y byd. Ond nid yw'n hadyn hud sydd yn tyfu dros nos mewn i lwyddiant ysgubol. Mae'n lwyfan ar gyfer gwaith 'go iawn'.

Mae cynaliadwyedd a llesiant yn tyfu'n bynciau llosg i fusnesau ac i gymdeithas ar hyn o bryd. Dylai unrhywun sy'n masnachu gyda'r sector gyhoeddus yng Nghymru wybod mwy am hyn.

Bydd Gwenan Griffith o Lab Cynaliadwyedd Prifysgol Bangor yn trafod sut mae'r pethau yma'n berthnasol i'ch busnes chi. Sesiwn ddelfrydol i'r di-brofiad!

Am fwy o fanylion cysylltwch gyda:
g.h.griffith@bangor.ac.uk

Are you torn between wanting to understand how your business can benefit from the power of social media to enhance your sustainability but unsure if it's really your thing?

THEN THIS IS THE WORKSHOP FOR YOU

Social Media is the most powerful form of marketing the world has ever seen. But it's not a magic bean that grows overnight into business success. It's a platform for real work.

Sustainability and well-being are increasingly important to business and society. If you are trading with the public sector in Wales this is something you really should know about.

Gwenan Griffith from Bangor University's Sustainability Lab will be using a real life example to demonstrate the relevance to your business. No prior knowledge required!

**For more information contact:
g.h.griffith@bangor.ac.uk**

