

# Social Media Summit due in Uganda this week

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The annual Social Media Summit is set to be held next month on 3 December, under the theme 'Social Means Business'.



The Summit aims to identify, share, train and advance the use of social media in corporate, businesses, public and non-profit sectors.

According to Collins Mugume the Summit Director, the summit will this year focus on the business of social media, how it can affect the organization or businesses bottom line while generating tangible and measurable value.

'Social media has continued to grow and take center stage in many organizations,' says Mugume "This year the discussion will focus on how Social Media is affecting communication strategies, how brands are engaging with the consumers in real time as well as how it is impacting on expansion and growth of companies."

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. The most popular are Facebook and Twitter.

Mugume says the summit is a partnership with the best of industry leaders to create a space where best practice sharing, learning and networking can happen.

"The expected participants range from government, businesses, civil society, sports franchises, leading hotels, health practitioners, SME's, tourism and private sector with a target audience of 300 attending delegates." He adds.

The keynote speakers include Brownen Auret, Head of digital operation at Metropolitan Republic, Philip Ogola, digital humanitarian, Mark Kaigwa, Forbes 30 under 30 and Marvin Bisanga digital content curator.

The summit has attracted a total of 25 speakers and panelists and will have 10 sessions across the day.

For more, visit: <https://www.bizcommunity.com>