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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | 27 | |  |  |  | | --- | --- | | |  | | --- | | **27 апреля 2021 года в 11:00 состоится вебинар на тему «Актуальные методы продвижения культурно-досуговых учреждений в медиа-среде».**    **В рамках встречи будут рассмотрены следующие вопросы:**  - Определение целевой аудитории и ее таргетирование.  - Возможные задачи коммуникации и оценка результатов. Интернет-метрика.  - Сочетание методов продвижения онлайн и офлайн.  - Некоторые аспекты работы в социальных сетях, актуальные тенденции.  - Потенциальные цели и технология записи подкастов, создания QR-кодов.    **Ведущий вебинара:**Николай Аркадьевич Голубев. | |  |  |  | | --- | --- | | |  | | --- | | 2-27 | |  |  |  | | --- | --- | | |  | | --- | | **Встреча пройдет на платформе ZOOM.** | |  |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | [**ЗАРЕГИСТРИРОВАТЬСЯ**](https://docs.google.com/forms/d/e/1FAIpQLSfRBAtrza-u7qbOjRibGUuziwmQ2lC2Ov_HuNQEAYAS4AZQ0Q/viewform) | | | |  |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | [**ИНСТРУКЦИЯ ПО УСТАНОВКЕ ZOOM**](https://docs.google.com/document/d/1FKdperaJbJyfvQN_T7AwOQGa5woif4hx8V4ToyLIaEg/edit?usp=sharing) | | | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | [Вконтакте](https://vk.com/aguio_okmckt) | [Facebook](https://www.facebook.com/okmckt) | [Одноклассники](https://ok.ru/t.itvorchestvaokmtskt) | [Twitter](https://twitter.com/Ivanovo_Art) | [Instagram](https://www.instagram.com/folk_art_center/) | | | | |  |  | | --- | |  | |

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Автономное государственное учреждение Ивановской области  
"Областной координационно-методический  
центр культуры и творчества"  
  
*Наш сайт:*[*http://ivcult.ru*](http://ivcult.ru/)  
  
г. Иваново, ул. Карла Маркса, д.62/107  
  
т. 58-99-48,44-22-44

*Подписывайтесь на нас в социальных сетях:*  
*ВКонтакте:*[*https://vk.com/aguio\_okmckt*](https://vk.com/aguio_okmckt)  
*Одноклассники:*<https://ok.ru/t.itvorchestvaokmtskt>  
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