



My Name is Mark Shaw and I have worked in social media since 2008. Trusted by the BBC, Sky News, The Media, Journalists, Brands & Businesses for 9+ Yrs as a Twitter Expert & leading authority on Twitter. I am also an author and Keynote speaker.

I have done over 190 interviews on both the radio & TV as a Twitter expert & have been regularly quoted in local and national media with my social media views and best practice ideas.

My Clients have ranged from small businesses to large corporates and universities. However I am best known for advising, providing Twitter Insight, troubleshooting, training and keynote speaking all over the UK and globe on social media and in particular Twitter.

Here is a list of things I have already done:

I have spoken at many events / conferences such as:-

Wine Vision global Wine Conference in Bilbao Spain, Social Day conference, The English UK conference, A +M Digital Automotive conference, Mutual Building Societies Annual Conference, Retail Shopping Centre Annual Conference, Nominet yearly conference, Tech4Start up event run by Start Up Britain as part of the Tech4startup week, Kings House Business Centre – Kings Langley, Inspired Entrepreneurs Mentoring programme, The Main Event at the SECC in Glasgow, Saatchi Gallery, Fresh Business Thinking, Social Media Academy, National VA Conference, Scanners, The Elite Travel agents convention on board the Independence of the Seas Cruise Liner, Microsoft HQ, 5 cities Roadshow around Wales for the Welsh Assembly, Mensa, Cass Business school, Hit me Summit, Inspired Entrepreneurs event, National Business expo, South East Enterprise, the Business Club, Incisive Edge, FSB – We mean business, Talk Talk offices as part of Social Media Week

I have been on TV programmes such as:-

Sky News discussing President Donald Trump and his use of Twitter, BBC Look north. I was invited in to do a live Interview to discuss Twitter. The lead story for that day was a Councillor who was under investigation for a possible misuse of Twitter. I have been on Sky News discussing President Obama getting his own Twitter Account.



I have been on Radio programmes such as:-

BBC Interview regarding Twitter announcing the possibility of having a paid premium service. Iain Lee & James Whale shows on Talk Radio talking Twitter and terrorist incidents that break on Social media. BBC Radio Scotland on why are so many people in 2017 leaving social media, BBC Radio Scotland on the changes re fast food companies & social media advertising and promotion, Talk Radio with San Delaney talking Facebook and Admiral car insurance, BBC Radio 4 Today programme talking about a new tool on Instagram, BBC Radio Sussex talking about Twitter and MP's, LBC with Nick Ferrari chatting social media and the Royal Baby, LBC with Ian Collins discussing Twitter and the law, BBC Radio Devon Good Morning show talking about Devon & Cornwall Police and their handling of Topsham Police Twitter account, LBC radio talking Twitter and the London Olympics, LBC radio with James Max talking Twitter and MP's / Mayoral Candidates, LBC radio talking about Racism on Twitter, BBC Radio Scotland taking about Tom Harris MP resigning from his post as new media advisor, BBC Radio Sussex talking about

the Plumpton race track twitter error, BBC Radio Hull talking about the Diane Abbott twitter mistake, BBC Radio Nottingham talking Ishmael Miller, BBC Radio Cumbria talking with Ian Timms, Q102 Dublin regarding Twitter going to open their HQ there, BBC Radio Liverpool re footballer Nathan Ecclestone use of Twitter, BBC Radio Scotland on the subject of should social media be banned during civil unrest, Interviewed on the John Oakley show am640 in Toronto Canada on the UK riots and Twitters role, On 9th August, I did 23 BBC radio station interviews on the topic of ...Was Twitter to blame for the London riots? Stations that interviewed me were: Cumbria, Bristol, Humberside, Tees, Somerset, Essex, Scotland, WM, Milton Keynes, Nottingham, York, Newcastle, Peterborough, Shropshire, Hereford & Worcester, Oxford, Solent, Surrey & Sussex, Swindon, Derby, Jersey, Northampton, Berkshire, 5 Live radio with Stephen Nolan, BBC Radio Wales, Talk Sport radio talking about Joey Barton and Duncan Bannatyne, Talk Sport Radio talking about Rio Ferdinand, BBC Radio Cumbria talking Super Injunctions, Talk Sport Radio with Duncan Barks talking Twitter and the medical profession, On 21st March 2011, I was interviewed by BBC Radio stations: Wales, Oxford, Guernsey, Norfolk, Leeds, Northampton, Shropshire, Gloucestershire, Wiltshire, Humberside, Cornwall, Bristol, British Forces Broadcasting & Sheffield all regarding Twitter's 5th Birthday, Chris Evans on Radio 2, BBC Radio 5 Live, Mike Parr breakfast show, Dave Monk Breakfast show, BBC World service, Bernie Keith Radio show, Jnet Radio, BBC Radio Oxford, BBC Radio Merseyside, BBC Radio Coventry & Warwickshire – Annie Othen breakfast show, BBC Radio Scotland drive time & Good Morning shows, Sky News Radio, BBC Radio Shropshire – Jim Hawkins show.

Articles I have written, contributed to, include but are not limited to:-

Article in the Crowdzone digital magazine, Society Matters which is the magazine distributed to the members of the Building Societies Association, More Magazine, Home business magazine, Wharf Paper, Internal sales magazine feature, Women's Everything magazine. Mensa member's magazine. A feature on my book, Twitter Your Business was in the Flybe in-flight magazine.

Just a few of the articles I have been interviewed for:

Interviewed by Robin Henry of the Sunday Times for a story about Taylor Swift, Instagram & some new technology they are rolling out for celebrities, Interviewed by the Robin Henry of the Sunday Times for a piece on a company called Social Chain, Interviewed in by the Sun newspaper for an article on buying social media followers, likes etc., Interviewed by the Daily Mail for an article on The terrorist incident in Nairobi Kenya, Interviewed for an article in the Guardian regarding bands and their use of Twitter, Interviewed by a journalist for the Evening Standard on the culture of celebrities leaving Twitter and then returning shortly afterwards, Interviewed by a journalist with the Huffington Post for a piece on Twitter, Interviewed by CNN for article on The Rise of Twitter Chats, Interviewed by Robin Henry of the Sunday Times re a piece on buying fake Twitter followers, Interviewed by Vicky Notaro who was writing a piece for Glamour Magazine (UK) on Twitter wars, Metro Newspaper article, Steve Hawke's Business editor for the Sun Newspaper feature on Twitter, Mike Southon's feature in the FT, Alan Stevens, Media Coach Radio show, BT Tradespace, BBC News Online and other teleseminars...

Webinars:

I did a Webinar for Vocus UK entitled Twitter is not just about cheese sandwiches. There was well over 500+ booked onto the Webinar with approx 200+ actually attending, listening and watching on the day. It was a 45 min presentation with 15 minutes for questions and answers.

Hiring Me – A Great social media investment for your business

Whether you are a start-up or looking to grow your business there are times when you will need help. Many businesses already have an in house marketing team or resource to look after things. Others need to consider hiring a social media consultant or agency to help with their needs.

My advice is always the same. Invest in the best that you can afford and hire the social media consultant that you would trust to babysit your kids. A tad extreme perhaps but surely your business is a close 2nd to them. Hire not according to quick fixes or easy wins, as rarely these are achievable and usually all this work unravels as quickly as it was put into place. Best advice will always cost you more which may be difficult for you but a good consultant will easily make you more and save you more money than the extra that they charge you.

Why Hire Me?

The best social media consultants have been around for a long time. I have been using Twitter for 9years. They need to love what they do, and eat, sleep it as well. That's me as well. I love Twitter and it's the only social media channel I use. I have deleted all my other channels. I want to focus on keeping up to speed and focused and being the very best Twitter specialist I can. **I understand the other channels having used them.**

When you bring an outside social media consultant into your business this can often lead to new and a fresh perspective. I ask those awkward questions, I will challenge you on what you are doing and why. It's easy for a business to use the excuse **"That's how we have always done it"** I can give new insights, and create those possible breakthroughs that will lead you and your team to buy into the new ideas / strategies all leading to improvements in your business.

How does it all start?

It all starts with a call or a meeting. I need to fully understand what your issues are, and to make sure I am a good fit for what you are looking for. We both need to start this journey with similar expectations of likely outcomes and time frames. I don't offer overnight success, gaining thousands of new followers each week. I prefer to focus on real metrics of success.

What Other services Do I offer?

I don't just offer social media consultancy services. I am a **keynote speaker**. You can see all the events that I have spoken at. I am also a trainer. I can deliver a **Twitter beginners class and a Twitter Master Class** – I am happy to discuss

either of these options to make sure that my talk or training is tailored to your business.

How can you be sure of my pedigree?

This is an important question and I am more than happy to share all my relevant experiences with you. I am trusted by the BBC, Sky News, The Media, Journalists, Brands and Businesses as a Twitter expert. I have done over 190 radio and TV interviews and regularly quoted in local and national newspapers. I have trained thousands of businesses and students at my talks and training sessions. I have delivered social media strategy meetings and been involved in troubleshooting businesses where things were not working out.

A Few Testimonials

We recently worked with Mark Shaw to deliver a webinar on how small and medium-sized business can maximise their impact via social media. Weeks after the event, people are still talking about it and it continues to drive engagement. Mark's presentation delivered the very essence of what a great social media campaign should be all about. He is passionate, knowledgeable, chatty (sociable) and while extremely focused on his topic, his style of delivery is inclusive, ensuring nobody is left behind. **Highly recommended.** – **John W. Hayes, UK Marketing Manager, Vocus UK** – <http://www.vocus.co.uk>

Mark Just a short note to thank you for sharing your insights and expertise with us in Manchester last week. On the train home on Thursday evening I picked up the Brewdog v Diagio story which served as a perfect illustration of the sort of thing you were talking about. More generally the session went very well and I am very grateful to you for the very significant part you played in that outcome. Once again, very many thanks. **Adrian Coles OBE Director-General The Building Societies Association**

Mark Shaw is an excellent social media trainer, delivering fast paced training which met the needs of our creative organisation the University of the Arts London. We are excited that we have now secured Mark for additional dates in the coming academic year. Feedback from our delegates said it will give them a "Greater understanding of how to apply Twitter to work and communication streams and for personal use" the training was "excellent and informative" – **Chrissy Kelly University of the Arts London**

We have worked with Mark Shaw several times. Mark has trained our staff and also some of our clients in how to best use Twitter. The sessions are both fun and very informative. We would recommend Mark to anyone that is interested in finding out more about Twitter – **Malcolm Graham MD Limetreeonline**

Hi Mark, Many thanks for the session today, it was really useful to get further clarification of what we should be aiming for together with some useful tips – **Sian Stirling, Director of External Relations for CCW** (Camberwell College of Arts, Chelsea College of Arts and Wimbledon College of Arts) University of the Arts London