



# EURORDIS Digital School on Social & Digital Media 2020-2021 edition

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## e-learning course on working with celebrities and influencers

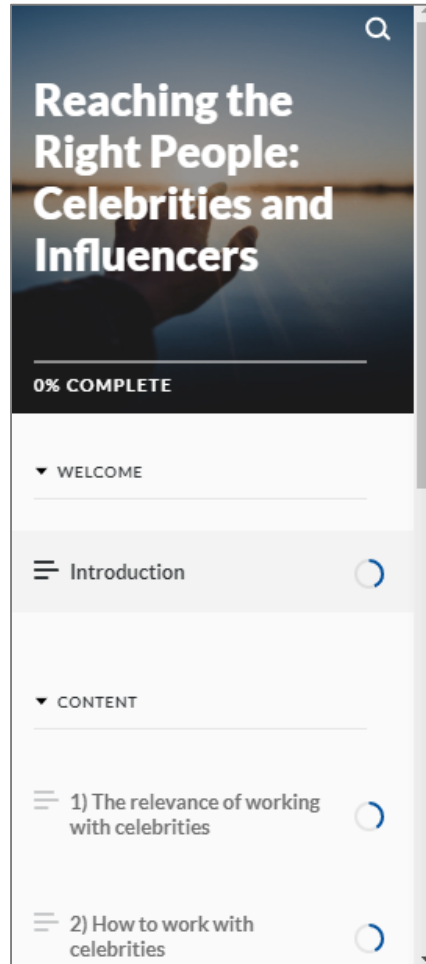
Enrolled



Reaching the Right People:  
Celebrities and Influencers

1h15m

See more...



Reaching the Right People:  
Celebrities and Influencers

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WELCOME

Introduction

CONTENT

1) The relevance of working with celebrities

2) How to work with celebrities

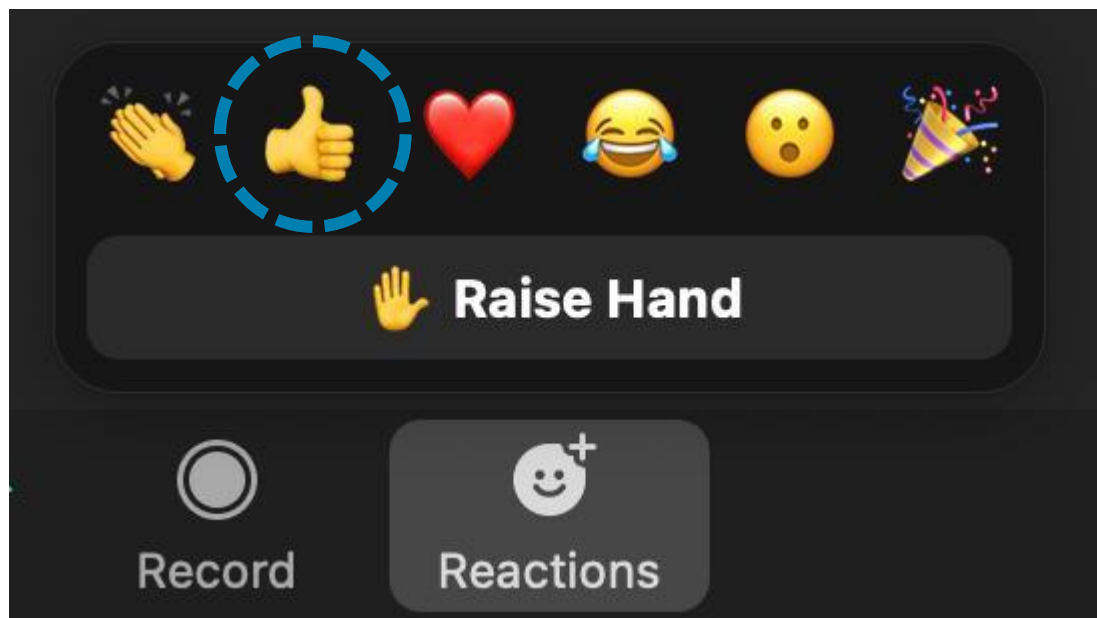
### Learning Objectives

In this interactive course, we will cover:

- 1 The relevance of working with celebrities and how it can support not-for-profit organisations
- 2 How to work with celebrities including identification, outreach and engagement
- 3 The impact of influencers and their outreach
- 4 How to contact influencers and engage them in your cause

LET'S GO!

# Thumbs up if you've taken any of the Digital School courses!





**Thank you!**

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# Case Study: Engaging with the media and celebrities



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[tadct.org](http://tadct.org)