

YES campaign to share social media expertise

YES campaign to share social media insights with journalism students

THE YES Scotland campaign's use of social media will be under the spotlight at the next Media Monday lecture at Edinburgh Napier University.

The group's Head of Digital, Stewart Kirkpatrick, (formerly the founding editor of news website Caledonian Mercury) will talk about the key role online platforms have to play in the run-up to the 2014 referendum on Scottish independence, at an event at Edinburgh Napier University.

Kirkpatrick is well-known for his digital expertise. Under his leadership as editor of Scotsman.com, the site became one of Google's top sources for news. He went on to launch the award-winning online paper, the Caledonian Mercury, before joining YES Scotland in August last year.

The online journalist will speak at the University's public lecture series on Monday 18th March 2013.

The event takes place at the university's Merchiston Campus, 1pm-2pm in Room B2 and is free and open to the public.