

## Take that, social media!

Our meeting on *Using Social Media Like a Pro* was certainly popular, with over 70 in attendance. Sue Scarre (Adrenaline Content Marketing) organised three presentations that were full of practical tips.

Jennifer Phelan (Bee Social Marketing) impressed everyone with her expert knowledge of LinkedIn, and showed how it can be used to generate leads. She went through the importance of getting your profile right, compiling recommendations, and the right way of going from connecting to talking sales.

What Rachel Moore (Rachel Moore Social Media) doesn't know about Facebook isn't worth knowing, and she made the audience realise that Facebook is still a viable marketing channel for B2B and B2C. Among the many practical tips Rachel shared was how to create a professional, optimised business page, as well as how to use the Ad Manager.

Sue Scarre gave a presentation on the importance of responding to negative comments on social



media, as it helps to retain customers, build trust, and gives opportunities to display excellent customer service, which should help attract new customers. She also recommended that all businesses encourage customers to leave feedback.

## How secure is your business online?

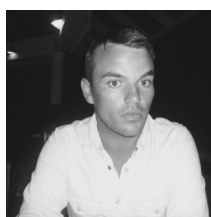
Our March meeting is all about *Business Fraud and the Improvements in Technology*, and has been organised by Martin Gerrard, aka 'Mr Barclays'. Martin has lined up a top selection of speakers to help you keep your business more secure.



Martin Smith, MBE, is the Chairman and Founder of [The Security Company \(International\) Ltd](#), and his presentation is entitled *Cybersecurity - the threat to modern businesses*. Martin will explain why it can happen to you!



Peter Mortlock, Head of Third Party Providers Participation at [Open Banking Ltd](#), will be presenting *Open Banking: what it means for small businesses*.



Gareth Godard, Digital Engagement Manager at Barclays, will focus on banking cybercrime. He'll help us identify and manage the risks that could affect our businesses.



Guy Phoenix is owner and group MD of the Fresh Mango Technologies Group, which includes CCS 2000 Ltd. Guy will take us through two of his company's case studies of cyber security incidents.

[Register here](#)

**Date: Monday, 11th March**  
**Venue: Ridding Park Hotel**  
**Time: 5.30pm to 6.15pm networking**  
**6.15pm to 8.00pm meeting**

## Free Bus Travel on Sundays



The Harrogate Bus Company are offering free bus travel every Sunday during March on their fleet of electric buses: 2A, 2B, 3, and 6.

They've also teamed up with Harrogate Borough Council to offer 2-for-1 swimming at any council pool when you travel by bus.

## YBM19



The Yorkshire Business Market has been rebranded as [YBM19](#), and takes place at the Pavilions of Harrogate on 29th April. Brian and Beryl Dunsby are no longer involved, however Philip Bell and the Yorkshire Society have joined the organisation alongside Mark Lancaster.

We wish the event every success and hope that it receives a lot of support.

## Graham Strugnell, Author!

Our very own Graham Strugnell has published his first eBook on Kindle entitled *Get That Job!!: get back to work book*.

During his 47 years in the Financial Services sector, Graham experienced first-hand how redundancy can affect motivation and self-belief, so after retiring from running his business StrugglyTax Ltd, he got down to compiling this comprehensive self-help book. Rather than a wordy tomb, Graham has made it user friendly by including lots of practical advice and top tips, such as CV examples, interview techniques, and a transitional skills test. His aim is to help job seekers of any age get hired and keep their jobs.



## Making Tax Digital

Businesses in Harrogate are being invited to attend a free business briefing to prepare them for HMRC's new legislation which will require financial record keeping to become digital.



Making Tax Digital which will be introduced from April this year and under new rules companies will need to use software or apps to update HMRC at least quarterly.

The information sessions are being run by DSC Chartered Accountants to help local businesses plan for the upcoming changes which will make it mandatory for businesses with a turnover above £85,000 to use Making Tax Digital for VAT from April 2019, although there will be certain exemptions.

Director John Garbutt said: "The days of manual record keeping will soon be over and these sessions aim to inform businesses of the options available to make the transition easier."

The event will be held at the Old Swan Hotel, Harrogate on Friday 8th March at 8:30-10:00. The update is free to attend but you must register beforehand. There is free parking and breakfast will be available from 8am.

To book your free place email [e.roach@dscga.com](mailto:e.roach@dscga.com) or call Ellie on 01423 560547

## New members

Welcome to the following businesses that have recently joined us. You can find their full details on the Directory page of our website, or introduce yourself if you see them at an upcoming meeting.

### Cause UK

Clair Challenor-Chadwick

[www.causeuk.com](http://www.causeuk.com)

07531 948014

### The Harrogate Paperie Co

Cher Newton

[www.theharrogatepaperie.co.uk](http://www.theharrogatepaperie.co.uk)

07542 832612

### Clarity Office Solutions (Pennine) Ltd

Bernard Henry

[www.clarity-pennine.co.uk](http://www.clarity-pennine.co.uk)

07967 187536

### Avem Marketing

Jenny Hudleston

[www.avemmarketing.com](http://www.avemmarketing.com)

01423 714984

### Hamilton Technology Solutions and Investments Ltd

Carl Hamilton

[www.chtsi.uk](http://www.chtsi.uk)

01423 423068

### Boardside

Katrina McCluskie

[www.boardside.co.uk](http://www.boardside.co.uk)

07774 944060

## Charity Trustee Required

Nidderdale Plus are looking for a Trustee to join their board. The charity is run by the board and 3 employees, with over 40 volunteers assisting in a variety of rolls.

Nidderdale Plus run the Community Library, the Tourist Information Point, offer information point of contact for other voluntary organisations, and operate a volunteer driver scheme which provides a community car service for those who need it.

This position would provide an excellent opportunity to join the organisation perhaps as an Employer Supported Volunteer. We feel it would suit an individual who has either close ties with Nidderdale or lives in one of the villages in the area.

Board meetings are held once every 2 months in the evenings unless an extra meeting is required most information is shared via email.

This position offers an excellent opportunity for personal development especially in the key areas of Strategy, Communication and Planning.

Please contact one of our Co-Chairs Paula Newson Smith or Helen Flynn on 01423 714953.