



Belfast

Social Media Conference

Wednesday 16th September 2026 • Titanic Belfast

www.socialmediabelfast.com • #SMBelfast

Social Media Belfast 2026

Now in its 12th year, the Social Media Belfast Conference is firmly established as Northern Ireland's leading social media event. Bringing together over 200 attendees, the event will take a deep dive into what social media will look like for 2026 and onwards. A highlight of #SMBelfast is showcasing successful social media campaigns from Northern Ireland and beyond.



Why attend #SMBelfast 2026? 🙌

- Face to face networking and coffee with +200 marketing and communication professionals
- Hear leading social media practitioners: Visiting and local speakers
- Enhance your social media marketing and communication skills
- Learning: New trends and the latest insights
- Examples of best practice social media use across different sectors

Join us to discuss... 💬

- ✓ Future trends 2026 and beyond
- ✓ Influencer marketing
- ✓ Social media and AI
- ✓ Social that's built for impact
- ✓ Generating revenue through social
- ✓ Social consumer engagement
- ✓ Achieving value on investment
- ✓ Social media in the public and private sectors
- ✓ Examples of local and visiting successful case studies
- ✓ Practical advice and tips

Social media remains an essential part of many organisations marketing strategies and continues to evolve rapidly. A strong social presence can help grow your brand, connect with key stakeholders, and increase web traffic. This conference offers a valuable opportunity to reflect on your social media journey so far, consider your future direction, and plan how to achieve your goals.

Beyond its focus on expertise and case studies, #SMBelfast has also become a well-established networking event. It provides a space for leading communications and social media professionals to come together for a day of discussion, collaboration, and connection.

Feedback from past #SMBelfast attendees...

#BeBrave was a common theme presented by the speakers at Social Media Belfast today! 🌟 Great insights and useful tips from a fantastic line up of speakers #SMBelfast

[Rebecca Datzell McCarthy, Communications Manager, Phoenix Energy](#)

Delighted to have represented InterTradeIreland and my amazing Communications team at today's #SMBelfast event. A personal growth moment and one which did not disappoint.

[Natalie McGivern, Communications Manager, InterTradeIreland](#)

At agendaNi Magazine's Social Media Belfast today in Titanic Belfast 📱 Really interesting tips on digital advertising, social trends and reaching different audiences 🙌 #SMBelfast

[Ryan McAnoy, Digital Marketing, Victoria Square Belfast](#)

Great line up at Social Media Belfast today. Great to get out of the office and network with like-minded individuals and keep up with the latest in social media #SMBelfast

[Ciara Brennan, Director of Marketing & Communications, Stepping Stones NI](#)

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2026 Programme

TIME	SPEAKER	PRESENTATION
08.30	REGISTRATION AND MORNING COFFEE	
09.00	 Paul McGarrity Managing Director Octave Digital	Key trends for social media in 2026 Our conference chair Paul will open #SMBelfast exploring the latest social media trends and how this can inform your social media marketing strategy. He will look at the performance of social platforms and provide useful examples of social media success.
	 Alice Kiernan Digital Content Producer The Electoral Commission Ireland	Meeting voters where they are: The presidential election 2025 Alice will focus on the Irish Presidential Election and the Commission's Voter Voices social media series. The presentation will explore how the Electoral Commission is working to inform, engage and empower voters through public information and digital storytelling.
	 Chiara Pullo Creator Marketing & Campaign Manager TikTok	Building authentic content that drives results Chiara works in content and creator strategy, with over seven years of experience at TikTok and ByteDance. Her presentation will help you understand what actually works on the platform, from short-form video to LIVE, with a focus on building content that feels natural, engages people in real time, and drives real results.
PANEL DISCUSSION: THE FUTURE OF INFLUENCER MARKETING		

This one hour panel discussion will take a deep dive into the future of influencer marketing in Northern Ireland. Expert speakers will share a range of perspectives and useful hints and tips on how to make the most of influencer marketing for your organisation.



Chiara Pullo
 Creator Marketing & Campaign Manager
TikTok










Chloe Henning
 Managing Director
VAVA Influence



Cara Jackson
 Marketing Lead
Bored of Lunch



Catherine Kelly
 Digital Marketing Manager
Tourism NI

11.00	COFFEE AND NETWORKING BREAK	
11.30	 Eleshea Williams Social Media Specialist Amnesty International	Social that's built for impact Eleshea is the Social Media Specialist at Amnesty International, the world's largest human rights organisation. She has over five years of experience in impact marketing, making social media content for positive change in the world.
	 Gavin McKenna Head of Marketing, Digital and Communications Visit Belfast	Visit Belfast: Attracting digital visitors Gavin will share how strategic digital marketing and audience insights are helping position Belfast as a must-visit destination on the global stage. From social media campaigns and storytelling to digital innovation, attendees will gain practical insights into attracting and inspiring audiences in an increasingly competitive tourism landscape.
	 Danyelee Higgins Social Media Manager National Trust	Preserving legacy while engaging new audiences Danyelee will explore how The National Trust is preserving their legacy and core values whilst connecting with new audiences online. She will talk about why their communication style differs for each platform and how their team structure supports that approach.
	 Rachel Leitch Head of Marketing The MAC	Creative social marketing Rachel will explore how creativity, storytelling, and audience-focused content can drive engagement and build lasting connections online. From developing innovative campaigns to capturing attention across social platforms, this presentation will offer practical insights into creating content that resonates with audiences and reflects your brand identity.
QUESTIONS & ANSWERS / PANEL DISCUSSION		
13.00	LUNCH AND NETWORKING BREAK	
14.00	 Amy Lynch O'Connor Digital & Content Manager Aldi Ireland	Big impact, low cost: How Aldi delivers value through content Aldi Ireland has a clear strategy when it comes to their social media, to focus on relatable, purpose-led content enabling them to stand out in a competitive market. Amy will share practical examples on how Aldi Ireland communicates brand values through storytelling and how to plan ahead for a social media strategy in a fast-moving retail landscape.
	 Roseanna Johnston Digital Communications & Events Officer Belfast City Marathon	Connecting with your community Roseanna will explore how authentic communication, storytelling, and audience engagement can strengthen relationships both online and offline. This presentation will share practical insights into fostering loyal, active communities around your brand or organisation.
	 Emma Hassard Communications Manager Integrated Education Fund	Promoting diversity and inclusivity in education This session will highlight the power of digital platforms to share inclusive messaging and how we can encourage meaningful conversations around equality in education.
QUESTIONS & ANSWERS / PANEL DISCUSSION		
15.30	CONFERENCE CLOSE	

Register now for #SMBelfast 2026

Early bird rate: £245 + VAT @20%
(Ends Wednesday 1st July)

Full delegate rate: £295 + VAT @20%

Charity rate: £175 + VAT @20%

Online: www.socialmediabelfast.com

Email: registration@agendani.com

Phone: 028 9261 9933



Bring your team!

Please contact us for group bookings discount.

Delegate rate includes:

- Access to all conference sessions
- Conference lunch
- Coffee and refreshments
- Opportunities to network face to face with 200 marketing professionals
- Access to all presentations during and post-event
- Digital subscription to agendaNi magazine

Who should attend?

Social Media Belfast brings together 200+ attendees each year including...

- Social media professionals
- Marketing Directors / Managers / Executives
- Chief Executives
- Digital Marketing teams
- Business Development
- Video Production Managers
- PR Managers & Officers
- Directors
- Fundraising and Engagement
- Press Officers
- Brand Managers
- Communication Specialists / Directors / Officers
- Media Managers
- Social Media Editors
- Ecommerce
- Graphic Designers
- External Relations
- Anyone with an eye on social media!



Acknowledgement of registration

Confirmation of registration will be emailed to all delegates following receipt of registration details. If you have not received your acknowledgement within 48 hours of registering, please contact Hope Graham at registration@agendani.com to confirm your booking.

Terms and conditions

- Once booked places may not be cancelled.
- Payment must be received before the conference.
- If you are unable to attend, you can send a substitute participant instead, at no additional charge.
- Failure to attend requires full payment.
- Conference fees includes entry for one person per ticket.
- We intend to photograph this event. Any photographs will be used only for our own publications.
- VAT will be charged on all conferences as they are not training courses.
- By agreeing to our terms and conditions this booking creates legally binding obligations for both parties, irrespective of attendance on the day.