

Social Media in Shopping Centres: The Issues, The Lessons, The Opportunities

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The Commonwealth Club, London

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Centre Director

**Cascades Shopping Centre,
Portsmouth**



Who are we?

Why the need for us to embrace Social Media

How to most successfully deliver it

Benefits of this approach

Objectives

Strategy

Plan

Implementation

Results and measurement



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about cascades

All the information you need about Cascades and Portsmouth. [more...](#)

stores

Find information about all the stores in the Cascades Shopping Centre. [more...](#)

events

More information on what's coming up in the next 12 months. [more...](#)

opening hours

Information about when the malls, stores and car park are open. [more...](#)

news

Latest news on all the goings on at Cascades Shopping Centre. [more...](#)

contact

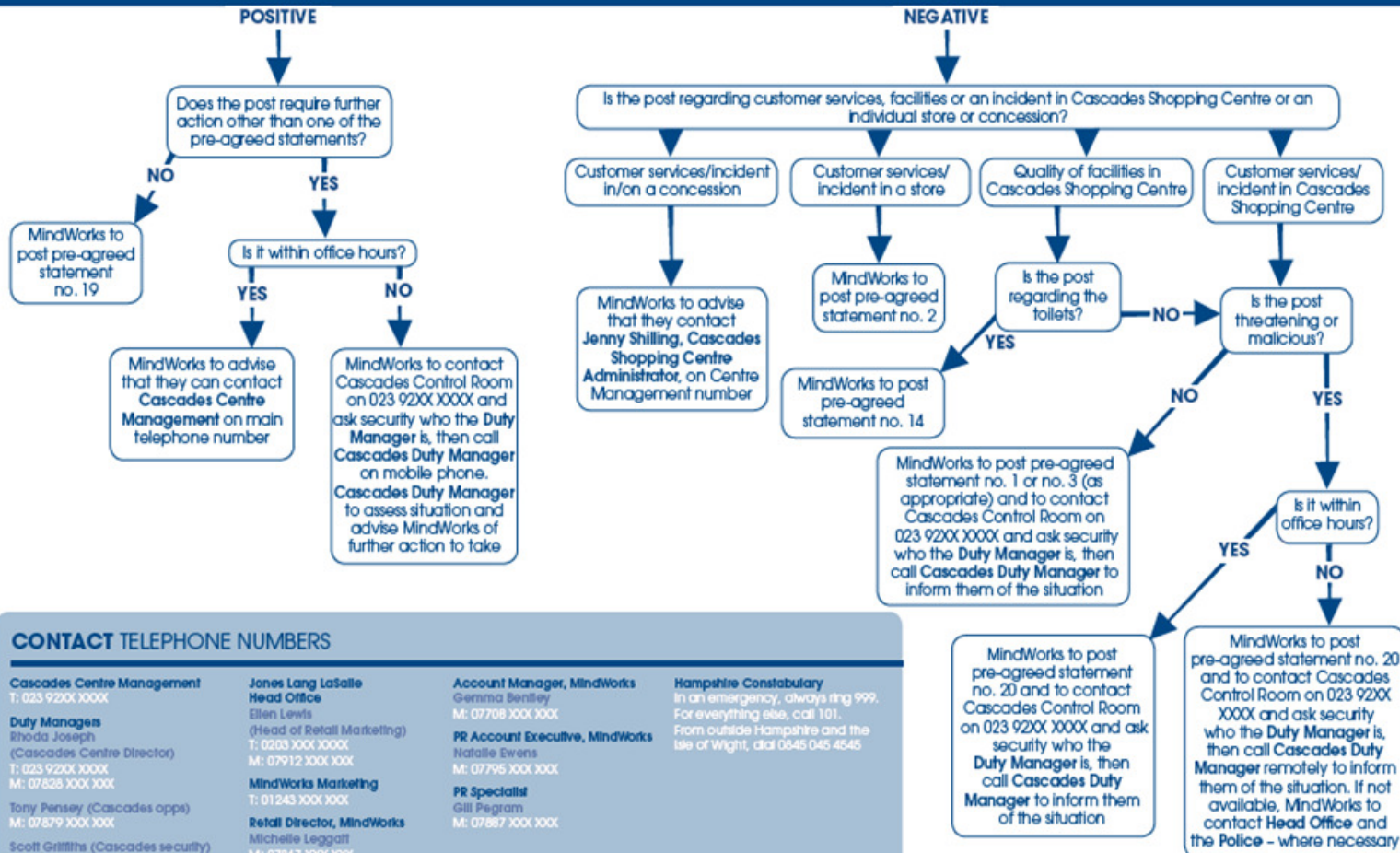
For address and contact phone number click here. [more...](#)



CASCADES SHOPPING CENTRE SOCIAL MEDIA – PLAN OF ACTIVATION



What is the nature of the post?



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