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Moderator questions in Bold, Respondents in Regular text.

KEY: Unable to decipher = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Deborah Johnston: Good morning, everyone. My name is Deborah Johnston, from Invest NI, and you are very welcome to today's webinar on social media trends in 2022 for your business. The webinar today is delivered Declan Murtagh. Declan is a digital consultant with Brilliant Red. He is a social media specialist and speaker with over ten years' experience across a range of industry sectors. Declan has an extensive social media background, having delivered campaigns both client side in senior marketing roles and agency side in account management and project-based roles. Declan's delivered many webinars for us before, and I'm sure many of you have tuned in to listen to some of his previous sessions. The webinar today will last about 40 to 45 minutes, and there will be an opportunity across 10 or 15 minutes to ask questions at the end. You did have an opportunity to ask some questions when you registered for the webinar, and thanks to those people who have already done that. If you haven't, and as the webinar progresses, you can also use the chat function to pose a question, or, indeed, you can ask it live at the end of the session. So, without any further ado, I shall pass you over to Declan, and I hope you enjoy today's webinar. Captions by www.takenote.co.