

Whose Party is it Anyway? Developing a Manageable Social Media Strategy

The Internet is changing. The new Live Web of social media is like a party with many different groups, conversations and relationships. Organisations need to be listening and joining in those conversations but they need to do it strategically. This workshop demonstrates free software, web sites and services to help you communicate successfully. You will learn practical hints and tips to help you overcome the hurdles and develop a strategy to put your organisation at the forefront of effective social media relations.

SESSION INCLUDE:

1. The social media landscape - Facts and figures about social media and, more importantly, what they mean for an organisation, a brand and its strategy.
2. The Live Web - The changing nature of the Internet and the Live Web Party
3. Practical exploration of free and open source tools for listening to blogs, Twitter, YouTube et al and, more importantly, how to understand them and use them to benefit your organisation
4. Joining in the conversations - Practical exploration of techniques for joining in the conversations, from leaving comments, to asking questions, to creating spaces.
5. Embedding a strategy within your organisation. How do you convince others in your organisation that social media is important and embed policies and practices that make it a key part of everyone's job role?
6. Measuring the R.O.I of social media
7. Explore real case studies of social media in practice. Who has got it right and why? What can we learn from those who haven't?

FACILITATED BY:

The workshop is led by Paul Caplan who runs a specialist social media consultancy. His clients have included the NHS, Department of Health, the RAF and the COI. Paul has worked for national magazines including Marketing Week, the Lawyer and New Media Age. He runs training sessions around the UK & also teaches at Birkbeck, University of London.

BENEFITS OF IN-HOUSE TRAINING FROM THE HUB EVENTS:

1. Tried and tested training workshops with a proven track record and excellent feedback
2. Practical, challenging and fun training from leading experts with extensive training experience
3. Agenda adapted to meet your specific training needs
4. Convenience and flexibility – a time and location to suit you
5. Cost effective – a one off fee rather than incurring costs per delegate

For more information about running this course in-house, please get in touch: info@thehubevents.com or **0161 484 5002**.

This workshop is for you if:

You work in communications, IT, web, press or marketing or engagement

You're responsible for engaging with stakeholders and customers

Available in house from **£2100 + VAT** for up to 8 participants

FEEDBACK FROM PREVIOUS PARTICIPANTS

"The quality of this event is very good. The Google Reader dashboard was very interesting to me since I've been to several other events about social media and never heard about this before. I'm looking forward to applying this asap."

"Very well presented, catering to a wide range of experiences and needs. Good content and good, engaging style."

"Excellent and practical - lots of ideas to take away. Great facilitator, enthusiastic."

"Informative facilitator, happy to answer questions and full of energy. Useful, informative and practical ideas to use back in the office."

"Excellent, energetic presentation and thought provoking, practical session"