

Social Media Institute: How To Better Understand Social Media and Build a Strategy For Success

Course Leaders: Blaise Hammond, Managing Director UK & Gemma Griffiths, Client Director, Racepoint Group

A workshop that will help senior executives to better understand the Web as it applies to their industry. The workshop will also help attendees identify a suitable and manageable methodology for designing a successful and integrated social media approach.

Who is it for?

The Social Media Institute is aimed at senior and board level executives who need to understand how social media applies to their industry. It caters for all levels of understanding, from those who are just starting out to those with advanced knowledge of social media.

What is it about?

The Social Media Institute is an informative and interactive half-day workshop that helps executives to shape their understanding of the Web. It provides clarity on all relevant new media channels available to an organisation and helps them to gain a holistic view of the sometimes chaotic and wide world of social media.

The workshop will present a clear and concise methodology to manage social media, providing the necessary framework for those wanting to first better understand and then to quickly maximise the opportunities presented by the current social media landscape as it applies to their industry.

How do you benefit?

Delegates attending the workshop will gain:

- Insight into the current media landscape
- A methodology that helps shape the web as it applies to them
- Tips on how to divide and conquer social media
- An outline of the latest trends and social media case studies

- An understanding of the rules of engagement
- Facts about social media measurement and the best way to ensure a social media strategy has business impact
- Necessary insight to question social media set up, how to audit a social media presence and to change an organisational structure to capitalise on the opportunities that social media presents.

Course overview

- **Media evolution:** a look at the current media landscape
- **Social media in bite size chunks:** a run through the channels, what they are, how they are growing. This is populated with useful social media stats and figures
- **How social media can help you:** discuss how social media can help an organisation and its marketing and PR campaign
- **Social media dos and don'ts:** run through the basic rules of engagement
- **The power of social media:** the good, the bad and the ugly case studies of social media
- **Social media success:** what does it look like and how you measure return on investment with social media
- **Key takeaways / next steps:** outline the best way to take social media forward.

Please note: attendees will have a direct line into the trainer to address up to three social media queries following the course. Details of the trainer will be presented on the day of the workshop.

Testimonial

"This course provides a very useful introductory overview of what is out there and pointers as to picking winners for your organisation."

Jeremy Rolls, Business Development Director, Sollis

Venue	Intellect Conference Suite, Russell Square House, London
Max	15
Duration	Half day
Time	09:30 – 12:30
Fee	Intellect members £295 + VAT non-member £495 + VAT.