

Social Media - how to exploit the potential, manage the risk, and ensure your organisation can gain from the latest communications technology.

One-day course that includes: Snapshot of Social Media (users, traffic, application); Technical 'hands-on' session; Case Studies in organisations that have adopted SM; Law / risk management; Creating a Social Media strategy for your organisation.

Snapshot of Social Media

The demographics are surprising - across all ages, SM is being adopted and adapted. What are the most successful, unusual and revolutionary ways of using total communication within a defined area. An overview, taking into account the scenarios that are most relevant to the group being trained.

Technical 'hands-on' Session

A practical lesson, involving the most popular social media platforms (incl. Facebook, Twitter, Pinterest) and a challenge. Delegates are first reminded of the basics, then asked to complete a task, either solo or groups (dependent on course numbers). This session includes jargon-busting hand-outs..

Case Studies: how Social Media has been / is being used in the public and private sectors. International examples of lateral thinking and creative development.

Law / risk management

Broadcasting / narrowcasting - both involve publishing. Libel, defamation, and slander are no longer the exclusive worries of media and press barons. Hate crime, cyber-bullying, and fraud are on the increase. What to do, when to act.

Social Media Strategy

Time was when you had a message and the budget to get it across. Now, everybody has a message and they don't need a budget. How does an organisation equip itself to deal with this huge change? An initial look at the factors to be taken into account when defining strategy, identifying desired outcomes and training personnel.

Information

We welcome questions on any aspects of social media, for example its use as a Marketing tool, and these should be sent to us : info@tradingpictures.com This course can be run as a half-day event, should this be more convenient. Costs for the above course are available on request.