

Workshop: Building a social media strategy

Chartered Accountants House, Dublin • Tuesday 3rd December 2013



Who is the workshop for?

This intensive training workshop will be of interest to anyone whose role requires an understanding of different digital platforms and how to engage with them:

- ✓ Media, public relations and communications professionals
- ✓ Advertising and marketing professionals
- ✓ External relations and public affairs managers
- ✓ Business owners / managers
- ✓ Public sector communications managers
- ✓ Voluntary sector / fundraisers

Learning outcomes

- Discuss the latest trends in social media
- Learn how to enhance the effectiveness of your online activity and grow your business
- Understand techniques to promote brands or businesses online
- Identify gaps and areas for improvement
- Understand how to integrate and align social media with business and marketing activity
- Explore how organisations are using social media to listen to customers and engage with them
- Hear about best practice and worst practice case studies
- Understand how to protect your organisation's reputation online
- Learn how to build a social media strategy for your organisation

Workshop trainer



Paul McGarrity

Director

Octave Digital

Paul McGarrity is an internet marketing and PR consultant with over 12 years experience in the UK and Ireland marketing sector. Paul specialises in PR, social media and online strategy and helps businesses and public sector organisations benefit from internet media and marketing. He is the Director of Octave Digital, and is a leading columnist on internet marketing.

- ✓ Experienced trainer
- ✓ Strictly limited to 30 places
- ✓ Practical guidance and advice
- ✓ Hear about real case studies
- ✓ Questions and answers
- ✓ Actions for your organisation

Feedback from previous workshop participants:

'Very enjoyable, informative and engaging course – trainer excellent'

'Great workshops, showing exactly how to use Facebook and Twitter'

'Extremely useful with good opportunities to ask questions'

Building a social media strategy to grow your organisation

This interactive workshop is designed for those who will be responsible for developing and managing social media strategies. It will examine how organisations are using social media across their business and marketing functions and attendees will learn how to develop an effective social media strategy. The risks and challenges of social media and other social media channels will also be examined along with the control, management and resourcing of social media. The workshop will also look at which social media channels will be right for your organisation. The use of social media is not a one-size-fits-all approach – learn how to do fewer things better and build and manage an effective campaign.

Overview

- Explore the latest trends in social media marketing
- How corporate and public sector organisations are using social media
- Benchmarking your social media activity
- Social media principles

Developing a social media strategy

Learn how to create a social media strategy for your organisation from setting objectives and choosing content right through to resourcing and evaluation.

Planning and integration

- Integrate social media marketing with your established communications and marketing
- Align business functions with online and social media
- Social media and customer service



Social media risk and policy

- The risks and importance of online reputation management
- The elements of a social media policy
- Advice on creating rules and guidelines for consumer and employee use
- Code of ethics for online use

Management and resourcing

- Social media budgeting and resourcing
- Management and control of social media

Measurement and evaluation

- Social media value for organisations
- Tools for social media metrics
- Tracking the effectiveness of campaigns

I wish to:

- Reserve _____ places at the
Building a social media strategy workshop
 Fee €295

Delegate details

Name (Mr/Mrs/Miss/Ms/Dr): _____

Job title: _____

Organisation: _____

Address: _____

Telephone: _____

Email: _____

Payment options

I enclose a cheque for € _____
 Payable to 'bmf Business Services'

Please invoice me

Please debit my Visa / Mastercard

Card number

□□□□ □□□□ □□□□ □□□□ □□□□

Name of card holder _____

Signature _____

Expiry date _____

Security code _____

(Please provide card billing address if different from company address)

Cancellations/substitutions

As places at these workshops are strictly limited, once places have been booked, they may not be cancelled although a substitute participant may attend for no additional charge. Payment will be required in full prior to attendance at the workshop.

Acknowledgement of registration

Confirmation of registration will be sent to all delegates, following registration details. If you have not received your acknowledgement seven days prior to the date of the workshop, please contact Sharon Morrison to confirm your booking. Email: registration@eolasmagazine.ie



How to register



By phone
01 661 3755



Scan QR code



By fax
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Online
www.eolasmagazine.ie/events



By email
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