

Using Social Media for External Communications

Course Summary

Description

Is social media a mystery to your organization or are you getting everything out of it? Social media can be the most important plank of your marketing strategy. However, building an online presence requires identifying where your audience can be found, learning the right skills, and determining which "push vs. pull" marketing strategies will grow your presence.

You probably have a website or blog. If you are on the leading edge, you are on Facebook, and maybe even have experimented with YouTube. But is all of this getting the exposure you want? Are you actually being called by media? Are you developing - or connecting with - your community of interest? And what about your search engine rankings? Every 60 seconds, 13 hours of content are uploaded to YouTube and millions of tweets are generated every day. With so much content being created, how will one filter out what's important? This workshop will explore the role of social media and how your organization can utilize it to maximize marketing dollars.

Objectives

At the end of this course, students will be able to:

- Know how an Anchor and Outpost strategy can significantly increase your exposure – and your search engine ranking
- Prevent others from hijacking your identity
- Develop your own YouTube Channel – with Guru Status
- Update your "status" on all of the social networking sites (and on Twitter) with one click
- Know which PR sites you should join – and which you should not
- Use Social Bookmarking to leverage your efforts even further
- Leverage social networking for internal communications
- Create an internal policy guiding employees on how they can use social networking

Topics

- The Basics
- Building Your Strategy
- Building an Audience
- How do we Measure the Value?
- Using Social Media for Better Internal and Employee Communications
- Implementing Social Media into Internal Communications

Audience

Anyone who wants to improve their organization's visibility and profile using today's social media tactics and tools.

Duration

One day

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Course Outline

I. The Basics

- A. Why and how can Social Media be relevant for your organization?
- B. Establishing your social media and online PR goals:
- C. Do you participate in the discussion or lead it?
- D. How do I identify my online audience? Conducting a social media audit
- E. Assembling your intellectual property and becoming a thought leader

II. Building Your Strategy

- A. "Anchors" vs "outposts"
- B. Engaging content that goes "viral" on the net
- C. Choosing the social network sites right for your organization
- D. Blogging basics:
- E. Identifying who speaks for your organization
- F. Dealing with negative comments
- G. Establishing your blogging/social networking policies

III. Building an Audience

- A. Marketing your presence through "push" vs "pull" tactics
- B. Linking your online PR with your traditional PR strategies

IV. How do we Measure the Value?

- A. Choosing the right keywords and linking your social networking with Search Engine Optimization
- B. Online monitoring and measuring strategies

V. Using Social Media for Better Internal and Employee Communications

VI. The Principles of Good Internal Communications

- A. Engaging employees and internal stakeholders
- B. Managing communications during times of change
- C. How Human Resources and Communications work together

VII. Implementing Social Media into Internal Communications

- A. What can Social Media deliver?
- B. A review of social media strategies and tools in internal communications
- C. Establishing internal communications policies for employees/internal stakeholders
- D. Overcoming resistance to adopting social media
- E. How traditional communications and social media are integrated in internal communications