



PR Through the Social Media

A practical one-day workshop on harnessing social media networks for PR campaigns, without alienating those who inhabit them.

It is for all PR executives, at all levels, who want a guided tour of the opportunities and pitfalls presented by the social media.

PROFESSIONAL
£365*



*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

Aims of the course

Delegates get a clear understanding of the nature and scope of social media networks and how to make them work effectively for their organisation.

They are introduced to social networks that go far beyond youngsters to business people, parents and other adults of all ages and nationalities.

Delegates learn how to:

- Understand what networks are out there and how to harness them
- Talk the talk of the social media world
- Respect the rules and etiquette of operating as an organisation in this world
- Think virally to target your audience
- Use the concept of a funwall as an alternative to mass email campaigns
- Measure and evaluate a social media networking campaign



PR Training Provider

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

The Social Networking Landscape

What is out there? Examining the famous, infamous and emerging social networks; their demographics and cultures.

The language of the social media. How to talk the talk.

The critical importance of the etiquette of the social media.

How failing to respect it can damage corporate reputations.

How networks work. How to approach them.

Strategies for Using Social Networks

Winning strategies behind creating a successful campaign in the social media world. Building brand loyalty and creating advocates.

How creative can you be? Ensuring interaction with your target audience. Thinking virally and creating push campaigns.

Using social networks to target audiences.

Tactics in the Social Networking World

How to set up and moderate discussion groups in social networks. Joining established groups.

Creating a profile page that recruits fans. The funwall and why mass e-mails are so yesteryear. Creating an alternative to e-mail campaigns.

Incorporating sound and vision into your page. Creating badges that link to your company website. Using social networking tools including widgets, pokes, polls, beacons and social ads.

Integration and evaluation

Integrating your social media strategy with a wider on-line and off-line campaign. The importance of rewards in the social media world.

Measuring and evaluating a social media networking campaign.