

# Social Media for Communicators



**Audience:** public affairs, internal communication, and marketing communication executives from medium-large organisations, ad agencies, government departments, and NGOs.

There's only one thing worse than people talking about you...

More than 110 million bloggers and 200,000 podcasters talking down your reputation without you knowing.

**You're intrigued by the potential of social media, and looking to leverage its immediacy, efficiency and reach for organisational benefit.**

In this jam-packed, interactive session you'll look at social networks in depth and actually produce your own user-generated media podcast and blog, plus set-up your customised commentary and news monitoring system. Discover how to create robust stakeholder dialogue within and outside the organization. Learn how to engage participants through corporate case studies featuring the practical use of widgets, groups, advertising, video and blogging.

This workshop provides highly practical information on:

- Online PR and peer-to-peer communications.*
- Online publishing to enhance your PR profile.*
- Social networking sites such as Facebook, MySpace and Stickam.*
- Personal publishing platforms such as blogs, vlogs, podcasts and wikis.*
- Collaborative content sites such as Wikipedia, Digg and Truemors.*
- Content sharing sites such as YouTube, Flickr, Stumbleupon.*
- Aggregation sites such as Google News, Tailrank and PopURLs.*

## Course objectives

- *Understand the attitudes and ammunition fuelling Web2.0 growth.*
- *Understand and implement the tools behind blogs, podcasts and vlogs.*
- *Develop a strategy to plan to manage your social media investment.*
- *Devise a tailored monitoring and filtering system to keep you briefed and informed on new and traditional media coverage.*
- *Use self-publishing tools to create your own podcast and video blog.*
- *Improve your issues management plans by using social media strategies.*