

Blogging The Corporation



Audience: Corporate, IT and communications executives from medium-large organizations and government agencies.

How many Fortune 500 companies are already blogging? While you don't know a blog from a phlog or your Twitter from your Bebo.

Introduced to a new business associate, what's one of the first things you do? You Google them (they're Googling you). And while 90%-plus of journos use the Web as their main research tool, few corporates effectively monitor or enhance their online reputation. Duh or dumb?

This course provides a clear and informed perspective on how blogs and other social media tools can deliver business and reputational benefits. Via our plain speaking, interactive training, you'll discover the fundamentals of the blogosphere and Web2.0. You'll pinpoint the difference between the pro's and the pitfalls: The prerequisites and the potential PR disasters. The core aim is to bring you up to speed with best blogosphere practice and integrate these tools into your communications, marketing and PR strategies.

Course components include:

The Web2.0 and blogosphere environment.

Fortune 500 cases and other big name bloggers.

Bloggers; powerful peer-to-peer publishers.

Blog engagement; dealing with the new influencers.

Protecting reputation; internal and external stakeholder essentials.

Real time intelligence gathering and issues management.

To blog or not to blog; questions, methodologies and value.

The Engage ORM blog builder.

Integrating blogging with corporate strategy.

Legal issues relating to blogging.

Blog 'do's and don't's' checklist.

Course objectives

- Learn the corporate value of the blog and Web2.0 environments.
- Understand the authority, influence and impact of the blogosphere.
- Comprehend how corporate blogging can enrich stakeholder relations.
- Discover how journalists are influenced by blogging.
- Deploy undiscovered monitoring and peer publishing channels.
- Use and deploy free reputation research tools online.
- Improve your issues management tracking activity.
- Formulate a blog strategy for effective corporate blogging.