

Social media for business

Training that will boost your company or brand and increase sales.. Social media is the new easy, fastest form of communication and advertising.

Content Outline Works

1. Impact of the Social Media Revolution on Business

Background on the evolution and rise of social media

Most active platforms and their impact/implications

Utility of social media in business

2. Interfacing Social Media with Business Functions

- Executive/C-Suite

Executive Profile building

Brand enhancement

Executive Buy in- strategic outlook

Crisis communication

Networking

Legal

- Marketing

Brand value

Community building

PR and campaign alignment

- Customer Service

Front line service

Complaints

Response mechanism

- HR

Social media as a recruitment tool

Understanding social media positions in organisations

Policies and guidelines

Managing Productivity in a social workplace

- Finance

Implications on budget

Budgeting for social media

Measuring ROI

Application to risk

Social Media for Business

How to succeed in a 'social world'

Our training outlines the features of a 'social' business or organization'

We help you identify the opportunities to utilise social media across your various business functions. We also highlight threats and challenges, while outlining best practices for ensuring that your organisation incorporates social media strategically and successfully.

www.kwazicomcommunications.co.za

Financial Reporting

Regulatory compliance

- IT

BYOD

Data Security

Back up

Workspace segregation

3. Online Reputation Management

How the world perceives and values your brand impacts on your business. We outline why your organisation's reputation is crucial for success, what threats social media presents to it and how you and your team can protect it.

4. Social Media Strategy

How to incorporate social media into your organisations strategically for sustainability and success

Our course is conducted over the course of one business day. Our content is updated on an ongoing basis to keep up to date with new platforms, products and situations.

Training Methods Include:

- Case analysis - Real Social media relations experiences
- Situation and Experiences Problem Solving
- Web based Group work, debates and discussions
- Structured web based exercises

Date: 01 November 2012 to 22 November 2012

Time: 09:00 - 16:00

Venue: The Focus Room, Johannesburg

Cost: R 1 700 excl vat

More info:

The Core, 1st floor south

Cnr Kikuyu and Leeuwkop

Sunninghill, Sandton