



SOCIAL MEDIA STRATEGIES



Social Media Strategies

Course Description

Social Media such as Facebook, Twitter, and Instagram are technologies that enable organizations to create, collaborate, and share communications with audiences of all sizes. There was a time when Social Media was considered by some as a passing fad. It was considered something that “the kids” were using that would never benefit business and industry. That is not the case today! Today there are over 3 billion internet users with over 2 billion of them having active social media accounts. In this seminar, you will gain valuable insight into Social Media trends for today and tomorrow’s workforce. Also, you will explore how your organization can perhaps reap the benefits of these powerful communication tools.

Seminar Outline

Seminar topics include:

- Overview/Brief History of Social Media
- Impact of Social Media in the workplace
- Leveraging Social Media in your organization
- Integrating Social Media with existing communication tools
- Mobilization strategies using Social Media and other communication tools
- Question and Answer session

Objectives

Participants of this seminar will:

- Review history of Social Media
- Explore the impact of Social Media in the workplace of today and tomorrow
- Discuss common strategies to make Social Media effective in your organization