

Navigating the Social Media Landscape

Learn via: **Classroom**

Duration: **1 Day**

Overview

In the 'always connected' world, a Social Media presence is an essential but complex aspect of the modern business landscape. In this Digital Transformation course, we evaluate how to think about your Social Media brand and how to implement it in a cohesive, measurable and high quality fashion- focusing on engagement and growing reach. Aimed at stakeholders and decision makers, you will learn how your Social Media presence is a tool that can empower the whole organisation, not just Marketing and Sales.

Prerequisites

There are no prerequisites for this event other than a desire to understand Digital Transformation.

Outline

Highlights of the workshop driven day include:

- What is social media?
- What is the future of social media?
- What is the right social media channel for you/your organisation'?
- What is an audience/customer persona?
- What makes a good social media interaction?
- How do you build a social media following?
- What is a social media campaign and how do you create one?
- Can analytics help drive audience/customer engagement?
- How do you measure return on investment in social media?