

SOCIAL MEDIA WORKSHOP

ABOUT THIS PROGRAMME

We consume and are consumed by social media on a daily basis. This is an environment where a crisis may develop inadvertently. Learning to navigate the pitfalls of communicating on social media can help you prevent reputational damage.

KEY TOPICS TO BE DISCUSSED

- General introduction into social media
- Impact of social media on reputation
- Protection of your online reputation
- Recognising the pitfalls of social media
- Guidelines when using social media (do's and don'ts)
- Social media in a crisis
- Brief overview of legal aspects of social media
- Case studies

BY THE END OF THE WORKSHOP YOU'LL:

- Acquire an in-depth knowledge of the key aspects of social media
- Learn the impact of social media on your personal brand
- Acquire step-by-step guide on how to manage your online reputation
- Share in the personal experience of the trainer and practical examples

WHO SHOULD ATTEND

- Anybody who cares about social media and its impact
- HR managers
- Middle and senior managers
- Receptionist/Front office employees
- Training managers