



## Social networking/social media workshop

*Enable your company to exploit the potential of social networking and social media*

1-DAY CONSULTING AND TRAINING WORKSHOP

### Workshop overview

Social networking is one of the biggest growing trends on the Internet. While the potential of being able to reach large, organised audiences is clear, what is less clear is how this can be achieved. For example, simply setting up a group on Facebook does not easily translate into real customer interaction or, ultimately, revenue. Also, managing social networking sites can be time-consuming – how do you ensure that your time is well spent? Our one-day workshop helps you to understand what's happening in social networking and helps you to create a practical strategy to exploit it.

### Intended audience

This workshop is intended for key website stakeholders within the organisation. The roles of those people will differ from organisation to organisation, but can include board members, senior management, marketing teams and IT teams. The content of the workshop will be tailored to meet the needs of the audience, so if, for example, those attending have a greater technical knowledge, such topics can be explored in more depth.

### Venue

On site or off site, as preferred.

### A unique combination of consulting and training

Most training gives you knowledge but little or no help in applying it; most consulting tends to protect or hide knowledge. Our mix of consulting and training provides the background knowledge needed to take informed decisions, while guiding you to solutions that are targeted at your specific needs.



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# Workshop format

The workshop is divided into three main sections, separated by breaks.

## 1: Understanding of needs

Before planning a social networking/social media strategy, it's essential to fully understand the company's current activities, plans and capabilities – to ensure that any planning is done in the context of what can be reasonably achieved. We explore the organisation's:

- current social networking/social media activities.
- current social networking/social media plans.
- competitors' social networking/social media activities.
- expected goals from social networking/social media.
- in-house resources (bandwidth and finance) available to manage a social networking/social media strategy.
- current website structure and platform.



## 2: Social networking/media 'essentials' briefing

This briefing provides a solid grounding on the key social networking/media information that all business owners should have, imparted in an engaging and interactive way. Although based around a structured presentation, the session provides ample scope for discussion. The session looks at:

- the key social networking/social media websites and trends, from a business perspective.
- other, less obvious, means of engaging with customers on the Internet.
- making social networking part of how a company markets itself.
- how utilising social networking creates unexpected and significant shifts in how communications, marketing and sales operate.
- common pitfalls of using social media.
- legal issues.



## 3: Definition of solutions

There isn't a standard 'social networking' strategy: an effective social networking strategy needs to be tailored to the means, marketing and culture of an organisation. A range of approaches may be required, or there may be a choice of approaches. During the final session, possible strategies are discussed and agreed.

## Post-workshop report (optional)

So that the findings of the day don't go undocumented, we can produce a report of the issues and solutions identified as part of the workshop. This often includes the undertaking of further research/fact-finding and can lead to additional recommendations.

## Detailed follow-up (optional)

To progress beyond the scope of the workshop and add greater detail to the solution, further analysis may be required. In addition, the potential solutions may require documentation in more detail. This can be undertaken on the client's behalf following the workshop, with the results presented at a later date to the workshop's original attendees.

## Post-workshop services (optional)

The solutions identified by the workshop will require implementation – and the client may not have all of the experience required to do this. We can remain available to help ensure that the required solutions are properly implemented, by providing:

- ongoing coaching, support and consulting.
- project management.
- post-implementation assessment and feedback.



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## Consultants' profiles

Peter Labrow has been developing websites since 1995. Since then, Peter has provided website development and



consulting services to organisations of all sizes – from single-person businesses to multi-million pound turnover organisations, including the UK's leading IT training company and the UK's largest adult hospice. Peter is a member of the UK Web Design Association and a Fellow of the Institute of Copywriting.

Stewart Twynham is an experienced IT consultant with over 18 years' experience in website development,



Internet applications and associated technology. Stewart works with organisations of all sizes and his clients include leading recruitment companies and several of the world's leading car manufacturers. Stewart is a member of both the British Computer Society and the Institution of Engineering and Technology.

*Workshops can be facilitated by one or two consultants, as required – using one consultant reduces costs; using two brings a wider range of expertise to bear on the issues more quickly.*



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