

## Social Media 101 Training for Public and Private Corporations

### The Curriculum:

Activ8 Corporate Relations, an integrated marketing agency and educational facility, recognizes the growing need for companies large and small to go beyond the corporate website to build an active presence online through social media. Therefore, to help our clients stay competitive and reach their growth potential, social media training classes are provided to companies that want to be effective in reaching and retaining a captive audience online.



The knowledge gained through Activ8's Social Media Training Program will enable in-house communications representatives to enter the social media space confidently and effectively.

The web has evolved into a vast communications channel where consumers can share their research, thoughts and opinions on the many purchasing options available. Considering 80% of adults of all ages are online talking to each other about their experiences with companies and brands, its imperative businesses are aware of what is being said about them, have an official voice in the conversation, and are interacting with stakeholders where they want to communicate.

In this curriculum students will learn what social media engagement means and how to generate a following online using specialized knowledge from our experts working in the field. Upon course completion, students will understand the opportunities that exist to build relationships, tools and applications to automate the process and other tips utilizing best practices to have their companies remain competitive and engaged online.

## TRAINING OBJECTIVE

Social Media know-how will assist small businesses with promoting their products and services by *understanding the online marketplace* and *how to go about reaching and retaining the interest of buyers and supporters*. It will also empower companies to increase awareness of their brand gaining valuable word of mouth advertising and enables them to be in better control their message and reputation.

## COURSE DETAILS

**Venue:** "Onsite" for each applicant / Activ8 **Corporate Headquarters: 3<sup>rd</sup> Floor, 1055 W Hastings St. Vancouver, B.C., V6E 2E9**, Tel: 604-687-2004, [www.activ8inc.com](http://www.activ8inc.com), [info@activ8inc.com](mailto:info@activ8inc.com)

**8 candidates per class**

**Timing / Cost Duration:** We offer **16 hours in total of hands-on training** to candidates interested in learning how to launch and manage an integrated social media campaign.

The 16 hour program will be held over a period of **8 sessions, each consisting of 2 hours of instruction per session**.

**Start/End Dates:** Classes commence the **first Tuesday of each month** for a duration of 8 weeks.

**Total Cost: \$600.00 per candidate**

One to one training is available as well. Please inquire with us on fees for personalized instruction.

## TOPICS WILL INCLUDE:

### I. CORPORATE SOCIAL MEDIA – BEYOND THE PERSONAL CHATROOM

Social media has evolved from a place where people gathered to share their personal tastes and experiences to one where the majority of Canadians are online searching, sharing and recommending products, services and investments that they find to their friends and colleagues. The online environment provides a valuable platform for companies to reach out and promote their brands to a targeted audience. This discussion will focus on the growth in social media and how it has come to be used as a powerful business communications tool.

## **II. BUILDING YOUR BRAND ONLINE**

Building a brand starts with a strong vision and mission communicated consistently through all channels of distribution. Social media is a key part of the marketing mix must be integrated with other programs on and offline. Ensuring the company's Social Media "voice" is consistent with its brand personality and establishing how to go about building its reputation online will be covered with exercises to get familiar with the process.

## **III. LISTENING AND MONITORING CONVERSATIONS**

Before reaching out to attract a specific audience of potential buyers it is critical that a company knows what the volume of conversation and what the sentiment is on their business and industry. There are many "listening" applications that will assist companies with this task which will be covered in the lecture.

## **IV. BUILDING A FOLLOWING OF TARGETED STAKEHOLDERS**

Social media at its core is about the law of attraction where a company makes compelling content available through multiple social media channels that is then found by people searching and sharing relevant and interesting information. Company representatives will learn how to attract followers with informative content and engage with them to encourage the formation of relationships.

## **V. COMPLIANCE AND REGULATION**

Public companies that are already active or want to be interacting with their audience through social media must be compliant with existing disclosure rules and be cognizant of how to behave online. The overall level of business transparency has increased therefore it is more important than ever to ensure what best practices are around employee conduct and how to remain compliant with securities regulation. We will talk about the industry trends, changing regulation due to increased information sharing online and best practices in online posting and communication.

## **VI. POSTING GUIDELINES & ONLINE ETIQUETTE**

It may seem straight forward to make a simple post with a link attached however like any business environment there is certain etiquette that must be followed in order to be seen as an expert and a professional in an industry. For example, posting long links is a definite no-no and would make the company appear amateurish in how it communicates reflecting on its reputation. Posting guidelines and etiquette will be covered in this session.

## **VII. CONTENT CREATION**

Blogging is a key social media tool to maintaining fresh content on the corporate website and giving the business a personality by allowing its employees to showcase what they are doing and how the company is progressing. Blog entries such as company stories and assets, news clippings, images, videos, conference updates and more will be covered. Blogs also assist with Search Engine Optimization (SEO) offering the business a way to easily syndicate its content across various social media channels. Students will learn how to set up a blog, create compelling entries, how to tag data for SEO and syndicate the content through social media tie-ins. Case studies will be reviewed as examples.

## **VIII. CONTENT AGGREGATION**

Content is the key driver of developing a successful social media campaign. We live in a knowledge driven society and therefore, people seek compelling information to consume and share. It's also critical that a company provide access to its corporate information, mixing it with other relevant pieces that engage all people within a target audience – potential buyers and those who already follow the company. The various types of media available and where to find it will be discussed during the content aggregation session.

## **IX. CHANNEL POPULATION & SYNDICATION**

Many think setting up a social media channel is as easy as posting the company's name, address, a logo, and a few pieces of corporate information. If only marketing was this easy! Ensuring the brand, tone of voice and messaging is consistent throughout all channels is critical. Once the channels are in place, share tools incorporated and content added then its time to automate the process by syndicating content wherever possible. This class will focus on tools to help the representative become a master at content population and syndication.

## **X. MEASUREMENT / ANALYTICS**

One of the best things about social media is the ability to monitor the volume of conversation, how many views to data, visits to the website and other metrics for assessing performance. As in any good marketing program, ROI must be measured to fine tune programs and deliver the most effective outcome. Also, the measurement aspect is the most important element to gaining the C-Suite's buy-in on investment into any marketing program. Students will learn how to map, chart and analyse data in order to give thorough reporting on how the social media program is progressing.

Call 604-687-2004 to register and become a social media savvy business!