



SOCIAL MEDIA FOR BUSINESS

A ONE-DAY WORKSHOP TO IMPROVE HOW YOU USE SOCIAL MEDIA IN YOUR CAREER

Guided by professional editors and experts, you'll learn how to turbo-charge your social media strategy.

Ideal for those seeking to:

- Get the most from established and upcoming social media platforms
- Identify and use the right social media for your business
- Increase social media exposure with key audiences
- Build a brand narrative and measure success
- Engage in multimedia storytelling for social media audiences

COURSE STRUCTURE

MORNING

- Identify the right social media strategy for your business
- Review your social media strategy
- Crafting a narrative for your business
- Creating consistency across social media campaigns

AFTERNOON

- Use social media to listen and learn from your customers
- Use social media to engage effectively with your clients
- Creating dashboards & reports
- Managing negative feedback
- Improving customer service through social media

* Participants are required to bring their own documents to edit during this session.

For more details - www.trust.org/training
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