



CONWAY



WELCOME – Setting the Stage

IMPORTANT POINT



HOW THE TRAINING IS STRUCTURED



Some organizations have entire departments dedicated to social media.

The objective of this training is to make each of you social media ready.

HOW THE TRAINING IS STRUCTURED



Social Media Ready = Active, visible and on point with your activity.

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You all have busy day jobs.

If you have a non-marketing job function, your social media activity should take no more than 20 minutes per day to execute.



HOW THE TRAINING IS STRUCTURED

The training is very North American/European focused.

When targeting other markets, you can leverage many of the same principals, but remember, each country has their own dedicated social media channels and you face language hurdles.

HOW THE TRAINING IS STRUCTURED



Example: Chinese Social Media Landscape



HOW THE TRAINING IS STRUCTURED



Remember one important thing...in addition to building your organization's brand, you are also building your own personal brand, both professionally and personally.

What you post and your tone IS a reflection of you.

HOW THE TRAINING IS STRUCTURED



Engage, ask questions and PLEASE interrupt us. We want to create a dialogue.



CONWAY

LET'S GET STARTED!

please don't forget to ask questions