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## Social Media - Planning, Management & Crisis Workshop

*Love it or loathe it...  
social media is here to stay*

This comprehensive 3/4 day workshop has been developed by marketing experts, to give you a greater understanding of how social media can be used for business.

During this interactive workshop, we guide you through the key principles of social media, from strategy and objectives through to tools, tips and techniques for managing your online presence.

This also includes advice about protecting your company's reputation in the event of an online crisis.

Our workshop covers this and all other aspects of social media in three key stages:

- **Lift Off** - identifying what you want to achieve from using social media, and how it supports your marketing objectives
- **Business as usual** - day-to-day management, engagement, monitoring and evaluation
- **Dealing with positive and negative engagement** - how not to panic in a crisis

You will leave this masterclass with the confidence to implement the right social media strategy for your company, and handle the media in the event of an online crisis.

### KEY ELEMENTS COVERED:

- Deciding what you want from social media
- Developing a social media strategy
- Picking the right social platform (s)
- Identifying and engaging your audience
- Making social content work harder and reach further
- Using social media for research
- Creating a communications plan
- An introduction to social media analysis tools
- Managing your online reputation and crisis control

**DATE:** Tuesday 27th September 2016

**TIME:** 9.30am to 2.30pm

**VENUE:** Biskit Ltd,  
4 Granville Court,  
Off Granville Mount, Otley,  
West Yorkshire, LS21 3PB.

**COST:** Single Ticket: £135  
Multiple Purchase: £115

**Business with Otley Postcode:**  
Single Ticket: £90  
Multiple Purchase: £80

### THIS WORKSHOP IS AIMED AT:

Those working in Marketing, Advertising or PR roles - who wish to develop their current social media policy, or have an understanding of social media and wish to create a strategy.

## TESTIMONIALS

"I can wholeheartedly recommend this course. It was pitched perfectly to the audience!"

HSS

"The session was excellent and the small group made it perfect for discussion and learning. It was very relevant to us"

Craven College

"Expert insight. Practical advice. Useful exercises. Thank you".

West Yorkshire Fire Service

"Thought-provoking, insightful and inspirational - this workshop had the lot."


Andy Hutch, Yorkshire Evening Post Digital Editor

## ABOUT THE TRAINER



Edward Ryder is a Chartered Marketer with over 23 years cross-sector sales, training and marketing experience.

Edward currently heads up the team at Biskit, a marketing and creative agency based in Otley near Leeds. He works with clients on marketing plans, strategy, analysis, communications and branding. He also delivers a range of industry leading CIM qualifications to companies across the UK.

Find out more about Edward's experience on LinkedIn 

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