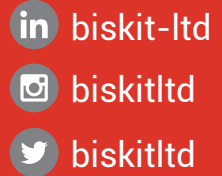




Social Media - Planning, Management & Crisis Workshop



★★★★★
Over 500 companies
have attended our
workshops



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

This comprehensive 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

Delivered by



Edward Ryder is a highly engaging, enthusiastic Chartered Marketer with over 25 years Marketing, Sales and Business experience.

With excellent delegate feedback from companies across all sectors, Edward has written and delivered workshops to some of the largest organisations in the UK and Europe.

Edward currently heads up the team at Biskit, a marketing and creative agency based in Otley near Leeds. He works with clients on strategy, branding, marketing plans and communications.

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.

Prices

- Single Ticket: £175
- Multiple Purchase: £145
- Charity Ticket: £135
- Charity Multiple: £115

Refreshments and a light buffet lunch are provided.

All prices are including VAT

Booking

Contact: Edward Ryder

E: edward@biskit.co.uk

Book online www.biskit.co.uk/workshops

T: 01943 461 030

Date: 21st Jan 2020 and 28th Jan 2020

4th Feb 2020 and 6th Feb 2020

Time: 9.30am to 3.00pm

VENUE: Leeds