



# introduction to social media

The rise of social media has completely changed the landscape of communication in the 21<sup>st</sup> century. The public's ability to interact with brands has never been greater, and the level of information available to them online never higher.

The public now expect and demand certain behaviours from brands: transparency, responsiveness and innovation are prerequisites for engagement of the modern consumer.

Social media gives these consumers the ability to share information about the brands they come across, providing a virtual recommendation

network that informs and influences future consumer activity.

Businesses must adapt to this, one way communication via advertising or media relations is no longer enough to sustain a brand online, social media should be engaged positively.

Orchard Training offers a half day interactive training course to introduce delegates to the principles of social media: what it is, what it is used for and how to achieve business objectives.

## What we'll cover:

Introduction: – what is social media? What is it used for and what sort of people use it.

Plan: – why you should be on twitter, what to do with a blog and how to find your audience.

Getting to grips: – setting up a twitter account and facebook page and engaging in conversations.

Getting results: – how to link accounts together and generate traffic to destination sites.

Tracking results: – how to track, how to adapt to your audience and how to keep momentum.

Case studies: – social media examples: the good, the bad and the ugly.

Activity: – plan a social media campaign, pick key social media tools and create ideas for activity.

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