



3 DAY SOCIAL MEDIA

For the social media professional who wants more engagement on Facebook. The Public Relations professional seeking to build social profiles. Small businesses who need to take the next step in social media

Includes Exercises, Workbook and lunch. Also Video lectures and Q&A forum for after workshop support.

laurelpapworth.com

HandsOn, Setup & Use

3 Day Social Media Intensive

with Laurel Papworth Forbes Top 50
Social Media Influencer

Curriculum

Are you looking for an intensive social media strategy and campaign course with hands on practical setting up of blogs, Facebook, Twitter and other social media tools? This 3 Day Social Media course is a mix of lecture, group challenges and computer based exercises

Laurel Papworth @SilkCharm reaches 4,000,000 people a week on social media, runs Facebook Pages for reality TV shows like Junior Masterchef, has 5,000 online students and teaches social media at the University of Sydney (for the last ten years).

7 Steps of Social Media Engagement

The steps include: developing Social Media Policies and Guidelines for Staff, Building Viral Engagement for promotion in social media sites, Collaborating with Customers in building Social Products and Services. The future of Collaborative Consumption, Uber, Etsy and AirBnB in your industry.

Nine Steps of a Social Media Strategy

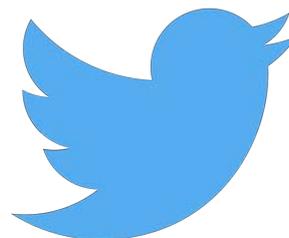
Before you build a social media campaign, you need a strategy. We go through the nine steps of building a Strategy including: Purpose and Values and determining why and what customers will follow on social media sites, Influencer and Blogger Relationship strategies – how to determine who will help promote your products online and how to encourage Twitter users, and bloggers and Facebook users to connect with you and the other 7 steps.

5 Steps of a Social Media Campaign

including building a hub and spoke practical demonstration session and Creating a Conversation Diary to facilitate in-depth, community building conversations. we cover from how to Monitor social media, business Blogging, through the campaign lifecycle to Social Media Measurement - these 5 steps are the way to effectively engage in social media.



Facebook Optimisation



Twitter Analytics



Instagram Followers

Other modules include: Crisis Comms and Dealing with Trolls on Facebook, Monetizing and Revenue in Social Media, Business Blogging, Understanding Big Data and Your Industry.

Social Media Press Rooms & Media Releases for Bloggers and Twitterers, Social Media Campaign vs Strategy vs Tactics: Facebook Pages and Google Plus for Business and Twitter Tools including Measurement and Monitoring, Automation and Scheduling

Create a Social Conversation Diary

Learn the importance of a calendar for working with staff, creating social objects for conversations, leverage FBO (Facebook Optimisation) and SMO (Social Media Optimisation). Understanding Facebook, Twitter, LinkedIn optimisation to ensure your customers see and engage with your updates.

Measuring and Analytics in Social Media

Six Key Performance Indicators in social media – The Return on Investment (ROI) and the Cost of Inaction (COI) figures. Six points of measurement from Circulation (number of followers) to Reach (number of Shares) to Velocity, Sentiment and so on. We look in depth at tools and analyse statistics and bottom line figures in social media.

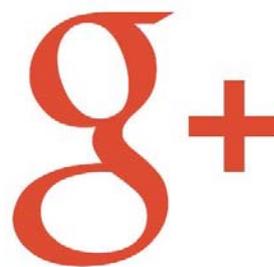
Laurel Papworth

I've taught this 3 Day course for 7 years and its' very popular though not suitable for absolute beginners in social media. If you are concerned about your level of aptitude, please call me on 0432684992 or email pa@laurelpapworth.com

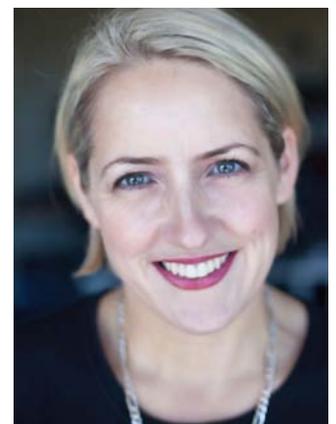
Note: All 3 Day course attendees are asked to do a preliminary social media audit and benchmark course & also receive access to the full courses online after the event. Includes: Video lectures, updated workbooks & Q&A forum



LinkedIn Engagement



Google Plus & SEO



Laurel Papworth