

Welcome to Social Media School

Social media
training for the
real world

Is your budget best spent paying an agency intern to manage your Twitter account? We don't think so. Are you missing opportunities because your organisation's best communicators aren't in the online conversation? Almost certainly.

Social Media School integrates social media into organisations' existing activities in a considered way that focuses on outcomes not gadgets.

Unlike other courses, Social Media School puts social media firmly within the day-to-day reality of marketing communications and public engagement. Our professional trainers have hands-on experience of what works, what doesn't work and how to make sustainable, meaningful social media engagement a reality.

Social Media School:

- Enhances in-house social media capability and confidence
- Reduces reliance on external agencies
- Gives an understanding of the risks and how to manage them
- Equips you and your team to take social media activity to the next level

Social Media School is a modular programme of half-day and full-day courses that can be tailored according to specific needs.

Either on-site or using our specialist training facilities, each course is designed for groups of 8-15 people and is delivered by two expert trainers.

The courses:

DIY Social Media

For the marketing communications professional adapting to social media. How has digital changed the media and the role of PR? How has it changed consumer relations and the dynamics of owned, earned and bought media? This course develops essential social media skills and techniques such as influencer relations, engaging the online debate, creating social content, and setting strategy and policy.

Digital Engagement and Participation

How can you develop a more engaged audience and encourage participation that leads ultimately to better products and services? This course demonstrates how to collaborate online and embrace the world of forums and groups as the best route to a mutually beneficial relationship with your customers.

Social Media School trainers can also provide tailored 1-to-1 tuition, 'boot camps' and board level briefings on specific issues. Contact us for further information.

Social Media Tools Crash Course

A practical, hands-on course on the essential tools, such as Twitter, Facebook, Google, Wordpress and YouTube. Great for combining with another course if you need to learn the tools fast.

Listening and Monitoring

This hands-on course shows how to use free tools to start finding and listening to audiences online, including search strategies, influencer identification, alert systems, and deciding how and when to engage.

Social Media Crisis Management

This specialist course will put you to the test in a simulated social media crisis, with hostile bloggers and floods of tweets. You'll get training beforehand, the opportunity to reflect, and advice on how to prevent a crisis in the first place.

Ready for
Social Media
School?

For a price list or an initial conversation contact **Simon Booth-Lucking** or **Ben Caspersz** on **020 3287 45 41**.

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