

Social Media 101 Workshop

Social Media is forever changing how we communicate with each other, businesses and organizations. There has been a dramatic shift in how we make decisions about purchasing a product, visiting a vacation spot, where we get our news and where we donate our money. The conversations are happening all around us, the question is - are you going to join in?

This workshop has been designed for small to medium business owners, not-for-profits, self-employed, volunteers and anyone interested in using social media to create, connect and engage. This workshop is broken into 2 - 3 hour sessions. The morning provides background and an overview of social media and the most popular tools. The afternoon is a working session where attendees can fill their social media toolbox and develop schedules and strategies for managing their online brand.

Session One - Morning

1. What is Social Media? The Social Media Revolution.
2. Why is it changing how we communicate with each other, with businesses and organizations?
3. What are the most popular social media tools?
4. How are people, businesses, organizations and governments using them?

At the end of the session:

1. Attendees will have a basic understanding of the impact social media is having on our daily life, how it is changing how we interact with each other and the world around us.
2. Attendees will understand the most popular social media tools, how they work and what they are used for.
3. Using real world examples we will demonstrate effective ways that the most popular social media tools have been used by individuals, businesses, organizations and governments.

Session Two - Afternoon

1. Filling your Social Media Toolbox - Determining the right tools for you
2. Learning to manage the brand known as YOU.
3. Managing your time online – Avoiding social media overload.
4. Basic strategies for engaging and maintaining your community.

At the end of the session:

1. Attendees will have filled their Social Media Toolbox with the tools that fit their needs and goals.
2. Attendees will understand the impact their content can have and how to properly manage their personal brand.
3. Attendees will be able to develop a working strategy for starting, managing and maintaining their social media tools by understanding feed flow and by creating a social media checklist.
4. Attendees will understand basic strategies for engaging and managing their community through real world examples.

After the workshop, all attendees will have access to online resources including worksheets, slide presentations and graphics through the arnoldi:mcpherson website.