



Workshop Overview

This workshop explores what consumers and customers think about brands on social media and what businesses need to do about it helping protect your organisation's reputation both responsibly and effectively.



Benefits

By attending this workshop you will understand how to protect and manage your organisation's reputation online by auditing your organisation's processes and policies and developing an action plan. You will learn from industry best practice and how to incorporate this into your own organisation.

Outcomes & Content

- ✓ Defining what's acceptable for your brand
- ✓ Introducing best practice thinking
- ✓ Putting the right processes and policies in place
- ✓ Aligning social media presence



Who should attend ?

This course is suitable for marketers and non-marketers alike. A must for anyone involved in managing online reputation or implementing marketing initiatives through social media channels. Marketers, HR and customer service professionals will particularly benefit. The only pre-required knowledge is an understanding of your organisation's presence on social media.

