



**ROUTE 2.0**

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## **ROUTE 2.0 Module Unit: Welcome and Introductions**

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## **EXECUTIVE SUMMARY**

Social media has captured the attention of large and small companies. As more and more people are using their computers and mobile devices to connect with friends, post their opinions and engage in conversations, it is vital for business leaders to understand this phenomenon and how to prepare their organizations to thrive when customers wield more power and influence over businesses than ever before.

This workshop offers both a strategic overview of social media tools as well as help with developing strategy, policy and guidelines. Through a combination of presentations, discussions and activities, it will provide participants with the tools they need to be empowered to use social media marketing appropriately and with confidence.



Table of Contents

<b>1</b>	<b>OVERVIEW MODULE UNIT: WELCOME AND INTRODUCTIONS</b>	<b>5</b>
1.1	WHO WILL BE IN ATTENDANCE?	5
1.2	WHAT?	5
1.3	COURSE OBJECTIVES	5
<b>2</b>	<b>WORKSHOP OUTLINE</b>	<b>6</b>
<b>3</b>	<b>PROCEDURAL DETAILS OF A TRAINING METHODS</b>	<b>6</b>
3.1	INTRODUCING THE TRAINER AND TRAINING METHODS	6



## **1 OVERVIEW MODULE UNIT: WELCOME AND INTRODUCTIONS**

### **1.1 Who will be in attendance?**

This course is for experienced social media practitioners who have mastered: blogs, Twitter, LinkedIn and Facebook but now need to monitor the results of their social media activity in a more manageable manner.

Participants will be encouraged to share their own experiences of social media use to critically evaluate and help others learn.

Participants will be asked to complete a pre-course questionnaire to help the trainer tailor the course content to their own needs.

### **1.2 What?**

This intensive advanced workshop aims to extend participants' skills and knowledge in the latest techniques to develop and deliver social media business strategies. It will cover methodical approaches for developing social media business strategies.

### **1.3 Course Objectives**

By the end of this workshop participants should be able to:

- Develop a clear and effective social media strategy
- Understand best practice for managing their online reputation
- Learn how to write (the appropriate language and tone) for a social audience
- Learn how to integrate different social Media
- Learn how to train his/her employees to post on social media
- Discover social media engagement strategies
- Understand how to deal with crisis management via social media
- Improve further his/her accounts
- Understand the legal issues that might arise while using social media



## **2 WORKSHOP OUTLINE**

- Welcome and Introductions
- Social Media Strategy
- Managing social media: The success stories
- Managing People and Resources
- The art of writing for social media communication
- Revisiting the success stories
- Legal Issues in Social Networking (Copyright and IP issues)

## **3 PROCEDURAL DETAILS OF A TRAINING METHODS**

### **3.1 Introducing the trainer and training methods**

Training sessions usually begin with the introduction of the trainer. The introduction should be short and should establish the credentials of the trainer.

After the introduction of the trainer, the objectives of the training seminar, the training schedule (e.g. starting times, break times), and seminar rules (e.g. turning off cell phones) are covered. The trainer will also announce the training methods that would be used such as lecture, case study, role play, simulation, instruments and learning games.

Following the introduction of the trainer, most training programs start with some sort of icebreaker or energizer. Types of icebreakers include the following:

- Introductions such as asking each trainee to introduce the person next to him or her, or having or scavenger hunt in which trainees are given a list of questions (e.g. Who likes baseball? Who has a daughter?) and are asked to mingle with the other trainees to obtain answers to the questions.
- Jokes or stories
- Activities in which trainees, either individually or in small groups, are given a question or problem to solve
- Open - ended questions to elicit audience response and encourage discussion