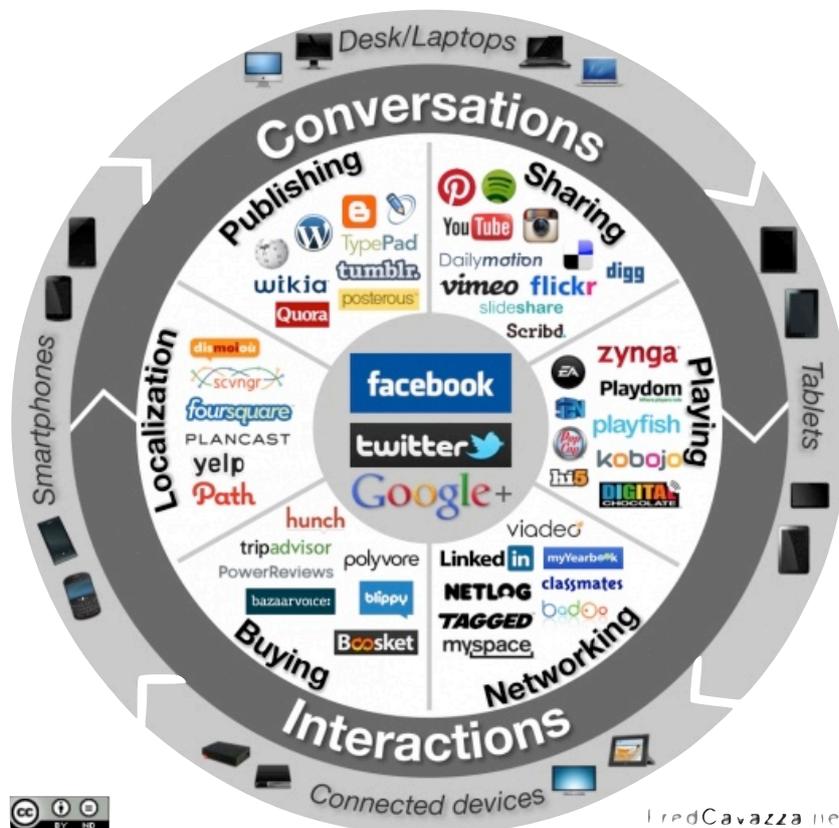


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# Use of Social Media

Workbook for Beginner and Advanced Social Media Strategy for Business

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Want to Tweet about today? Use our hashtag: #EUMA2012

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# Notes from the Keynote

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Create



Curate



Connect



Converse

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# Your Assessment

To assess your personal/business approach to social media. You may want to answer these questions at the beginning and then again at the end of the day.

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Where are you currently?

What do you want to be known for?

What do you think you need to do to get from where you are to where you want to be?

What tools do you want to use?

What challenges have you faced before?

What skills do you need to develop?

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# Notes from the Breakout 1

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Notes on social media platforms

Answering the questions: Which social media network to join?

How will you use the social network you choose:

Create

Connect

Curate

Converse

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# Planning Your Strategy

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## Objective

State the objectives of your social media strategy. Why have you decided to use the social media strategy? How will you leverage this channel to your advantage?

- 1.
- 2.
- 3.

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## Channels

List the channels that you are involved with/signed up to...

- 
- 
- 

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## Tone of Voice

For each channel, define your tone of voice that you will use in all communications. Then, never post an update without being in this tone of voice.

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## Schedule of Social Media

Create a schedule for all social media posts that you will adhere to.

1. a
  -
2. b
  -
3. c
  -

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# Notes from the Breakout 2

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What will social media look like for your business/organization?

Answering the questions: Which social media network to join?

How will you use the social network you choose:

Create

Connect

Curate

Converse

# Social Media Plan

1

## *Listen*

- Locate consumers
- Assess their social activities
- Look for small, focused audiences

2

## *Plan*

- Define business Objectives
- How can your brand's strengths be extended online?

3

## *Strategy*

- How and where will you do it?
- How will relationships with consumers change?
- Who will be leading this effort?

4

## *Tools*

- Decide what social tools you will use.
- How will you monitor activities and measure success?

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# Time Management Tips

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How much time will you devote to your social media strategy?

Weekly?

Daily?

Tips/Tricks you learned today:



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# Profiles of the Presenters

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## *Adrian Swinscoe - Lead trainer*

Adrian runs RARE Business, a strategy and marketing consultancy, which focuses on helping clients, large and small, deliver sustainable growth by developing their customer service, customer relations, marketing strategy and their existing client base.

To do this they help clients with strategy, implementation and business improvement in the following areas: Customer Experience, Customer Retention and Loyalty, Employee Engagement, Customer Service, and the use of social media in business.

However, great strategy is nothing without execution and execution needs people. Therefore, one of the central things to the work that Adrian does is equipping people (team and leadership) with the skills they require to implement an agreed strategy. Areas that he loves getting involved with include facilitating team strategy discussions, figuring the best use of social media in business, development of customer service skills, employee engagement, team development and communication skills.

Adrian also writes a popular blog at [www.adrianswinscoe.com](http://www.adrianswinscoe.com) where he shares some of the ideas and techniques that he uses with clients.

Adrian on Twitter: [@adrianswinscoe](https://twitter.com/adrianswinscoe), LinkedIn: <http://uk.linkedin.com/in/adrianswinscoe>



## *Amber Raney-Kincade - Presenter*

A US citizen, Amber has worked in the UK over 10 years, gaining experience in the UK marketing industry, from niche marketing to strategic campaign development and implementation.

Amber provides marketing seminars and 1-to-1 consultancy to her clients. She teaches live seminars, and also uses Skilio to teach online, face-to-face seminars. Recent seminars and workshops include:

- Targeting Your Audience and Defining Your Marketing Mix
- Workshop: Creating Your Elevator Pitch
- Twitter for Extreme Beginners
- You Have a Twitter Account, Now What?

Amber on Twitter: [@raneykincade](https://twitter.com/raneykincade)

LinkedIn: <http://www.linkedin.com/in/raneykincade>

Website: [www.raney-kincade.co.uk](http://www.raney-kincade.co.uk)

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# Profiles of the Presenters

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## *Ruby Egau - Breakout session support & facilitator*

With over 10 years experience in business development and communications, Ruby specialises in helping companies and individuals grow their business with the right clients in the right environment.

Ruby runs her business based on the basic simple fact "people buy from people", and achieves this in a variety of different settings. Be it over the phone, at a networking event, supporting exhibition stands or workshops or through the use of social media, her skills lie in the building of long term relations with potential clients.

As a result, social media plays a big part in her business life. For example, a client recently asked her to identify one specific contact within a certain company. She simply put a 'call out' on twitter and within minutes she had the correct contact name and had engaged with that person via Twitter. She is happy to say that her client is now doing business with that contact. In short, Ruby says that social media provides her with instant access, through credible sources, to information or individuals she would like to engage with.

Ruby on Twitter: [@RubyEgau](https://twitter.com/RubyEgau)



## *Marjon Huizing - Breakout session support & facilitator*

Marjon Huizing (NL) worked for a number of years for Deloitte in the Netherlands and the Dutch West-Indies as a Consultant. For the past 3 years she has been working in the UK and the Netherlands as a trainer, coach and consultant in a wide range of personal and organisational development topics. Recent trainings include:

Communication skills, Position yourself and be visible (for women), Time management, Networking, Work effectiveness.

Marjon on Twitter : [@xceleratetalent](https://twitter.com/xceleratetalent)

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