

richard STACY

SOCIAL MEDIA ARCHITECTURE

ADVANCED SOCIAL MEDIA TRAINING

I deliver **Advanced** Social Media Training.

By this I do not mean showing you how to use Facebook or Twitter, I mean training that will allow you to understand social media as a business process that can create measurable improvements in business performance.

I do this in a bespoke one-day seminar designed to deliver two main outcomes:

A totally new way of understanding and using social media.

An action plan that can be implemented immediately.

Since the early days of social media I have been helping organisations of all sizes including RBS, Microsoft UK, Discovery Networks as well as local government and the public sector, to make the transition into the world of social media.

I have 20 years experience of International PR and corporate communications and have worked in London, Sydney, Brussels and Prague.

You can read what I have to say at the Huffington Post www.huffingtonpost.co.uk/richard-stacy/ and www.richardstacy.com



How should we use Twitter?

Should we create a LinkedIn group?

Should we be on Pinterest or Instagram?

Should we have a blog?

FAQ'S

What is our content strategy?

How do we boost engagement with our Facebook page?

What is the next big thing?

How can we create a customer community?

These are typical questions, but they are not the questions you should be asking. In fact there are only three questions:

'How can we use social media to make the business more efficient?'

'What are the specific business objectives we need to support?'

'What is it we need to measure to see if we are successful?'

THE JOURNEY

Stage 1: TOOLS

Most organisations approach social media by focusing on the tools, seeing Facebook or Twitter as new channels to reach customers. As with traditional media, we assume that the objective is to maximise the usage of these channels. We therefore aim to produce lots of content and then award prizes based on which activity is seen to create the most engagement.

Stage 2: DESTINATION

Then someone will ask the question: How is all this engagement actually benefiting the business?

This forces the organisation to look beyond tools and channels and to focus instead on measurable improvements in business performance. Social media becomes understood as a business process, rather than a set of communications outputs.

This is the focus of my training.

Stage 3: SCALE

Finally, a business moves from experimentation into wide-scale adoption and starts to integrate a social business process into all of its business systems. It becomes about how you change the business, not about how you change communications.

TOOLS

SCALE

DESTINATION

TRANSITION

In Stage 1 we tend to believe that social media is all about how you maximise engagement with your target audiences.

It is therefore seen as a marketing or communications role and its success is measured against marketing type objectives.

However, the most important part of the transition to Stage 2 is the realisation that social media is not about maximising engagement with audiences, it is about **creating effective relationships with individuals or very small groups.**

Objectives need to reflect this and be linked to very specific business issues.

Meeting these objectives is a question of process and behaviour rather than production of message and output. Social media needs to be seen as a business process.

Helping organisations understand this key point and make this important transition is the focus of my training.

It is only once this happens can an organisation create action, rather than activity, generating measurable improvements in business performance and efficiency.

INPUT / OUTPUT

INPUT

People: These should not only be those that have responsibility for social media but also relevant and interested people from other parts of the organisation.

Business Issues: Social media needs to be driven by business issues, not just marketing issues.

Experience: Your experience with social media to date will be subject to analysis and review.

OUTPUT

Informed and Motivated People: Attendees will leave the seminar understanding social media in a far more practical way and will be able to make informed decisions about its most effective use.

The Plan: Within the seminar we will create an outline plan, comprising the tangible and measurable things your organisation can implement immediately. The Plan will cover the key areas of objectives, infrastructure requirement, people and processes, and timing and measurement systems.

EFFECTIVENESS

My training is designed to change the way people think about social media, but don't just take my word for it, here is what other people think.

"Richard's ability to communicate his knowledge so effectively meant our team came away from the session finally understanding the full benefits of using social media and a very clear plan of how to move forward."

Carl Holloway,
Senior Communications Officer,
Preston City Council

"Richard's work is great, it helps our clients understand how to use social media, but also how to make it complement traditional broadcast media."

Alison Page
Director of Client & Category Development,
Global Radio

"Our session with Richard helped us understand how to focus our digital activity on the areas where we could actually achieve measurable and positive outcomes."

Eike Wobker
Digital Media Manager
Biersdoff CEE (Nivea)

"I have always had suspicions that many brands haven't yet worked out how to use social media effectively. Richard's work has shown me why I was right to have those suspicions."

Dominic Lyle
Director, European Association
of Communications Agencies

COST / BENEFIT

Each Seminar costs
£1,500 (€1,800)

This includes, a briefing session to enable the creation of a bespoke 12 person, full-day seminar built around your particular business requirements, followed with the fully documented action plan created in the Seminar.

MAKE IT HAPPEN

Contact me for an initial consultation to see how I can create measurable improvements in your business performance.

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Read more at www.richardstacy.com/advanced-social-media-training/
www.huffingtonpost.co.uk/richard-stacy/