

I deliver **Advanced** Social Media Training.

ADVANCED SOCIAL MEDIA

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:

TRAINING

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

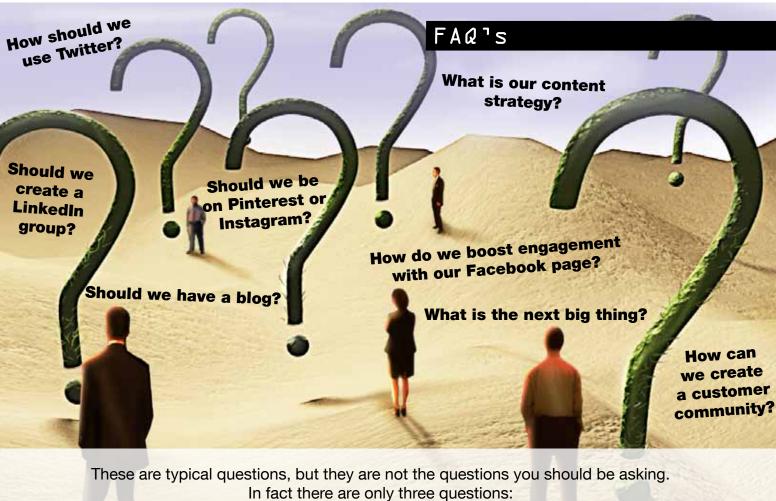
the public sector, to make the transition into the world of social media. I have 20 years experience of International PR and corporate communications and have worked in London, Sydney, Brussels and Prague.

You can read what I have to say at the Huffington Post

www.huffingtonpost.co.uk/richard-stacy/

and www.richardstacy.com

organisations of all sizes including RBS, Microsoft UK, Discovery Networks as well as local government and



Stage 1: TOOLS

'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 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

TOOLS

SCALE

engagement with your target audiences.

INPUT

issues.

of the organisation.

People: These should not only be those that

relevant and interested people from other parts

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. 99

Carl Holloway,

Senior Communications Officer,

Preston City Council

Our session with Richard helped us understand how to focus our digital activity

on the areas where we could actually achieve

Eike Wobker

Digital Media Manager

Biersdoff CEE (Nivea)

measurable and positive outcomes.

have responsibility for social media but also

based on which activity is seen to create the most engagement. Stage 2: DESTINATION 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

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.

than a set of communications outputs.

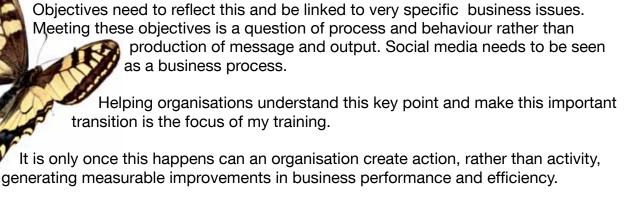
It is therefore seen as a marketing or communications role and its success is measured against marketing type objectives.

TRANSITION

In Stage 1 we tend to believe that social media is all about how you maximise

social media is not about maximising engagement with audiences, it is about creating effective relationships with individuals or very small groups.

NPUT / OUTPUT



However, the most important part of the transition to Stage 2 is the realisation that

OUTPUT

Business Issues: Social media needs to be The Plan: Within the seminar we will create an outline plan, comprising the tangible and driven by business issues, not just marketing measurable things your organisation can implement immediately. The Plan will cover **Experience:** Your experience with social media the key areas of objectives, infrastructure to date will be subject to analysis and review. 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 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

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.

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. 9 9

Dominic Lyle

Director, European Association

of Communications Agencies

BENEFIT

Each Seminar costs £1,500 (€1,800)

This includes, a briefing process 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. stacyconsulting@googlemail.com

(+44)7860 809 813



Read more at www.richardstacy.com/advanced-social-media-training/

www.huffingtonpost.co.uk/richard-stacy/