



# social media | personal branding

The rise of social media has completely changed the landscape of communication in the 21<sup>st</sup> century. The public's ability to interact with each other has never been greater, and the level of information available about individuals has never been higher.

Taking advantage of this trend is vital for businesses. Your employees are now the public face of your brand and it is important that they are representing you on social media effectively.

Creating an environment that enables individuals to play to their strengths, bring their interests to play in a work environment and encourages self-development is vital to both business growth and client engagement.

Orchard Training offers a half day interactive training course to introduce your employees to the principles of social media: what it is, what they can use it for in a work context and how their actions online can contribute to business objectives.

## What we'll cover:

Introduction: – what is social media? What can it be used for and what sort of people use it?

Plan: – why are personal profiles important? How to build an online profile, what to do with a blog and how to find your audience.

Getting results: – how to link accounts together, co-ordinate with business and brand profiles and generate traffic to destination sites.

Tracking results: – how to track, how to adapt to your audience and how to keep momentum.

Case studies: – personal branding examples: the good, the bad and the ugly.

Activity: – plan a social media campaign based around individuals, pick key social media tools and create ideas for activity.

Please contact Chris Chilton for more information on [chris@orchardpr.com](mailto:chris@orchardpr.com) or call 240600