

# social media | strategy

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 has never been higher.

Engaging effectively with social media is unquestionably vital for any business or organisation.

Yet it is not just a question of getting online and getting on with it. Social media, like any form of communications, needs careful consideration, careful planning and a clearly defined strategy in order to achieve your goals.

Creating a social media strategy involves researching target audiences and their habits, identifying likely networks and platforms and devising ideas for content and interactivity.

As with any good campaign, setting realistic targets and establishing ways to measure progress are also essential.

Orchard Training offers a half day interactive training course to introduce you to the principles of strategy for social media: what it is, what you can do with it, how it can support your business and how you can measure your success.

## What we'll cover:

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

Plan: – why is a strategy important? How to identify your objectives, find your audience and plan activity.

Getting results: – how to build momentum and generate traffic to destination sites.

Tracking results: – how to monitor, evaluate and improve your online presence.

Case studies: – social media strategies: the good, the bad and the ugly.

Activity: – devise a strategy, plan a social media campaign, 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 01481 251251