

SOCIAL LEADERSHIP

This training session is focused on getting your leadership team ready to lead by example and support your employees' efforts to become social advocates for your business.

C-Suite team buy-in is a crucial element of successful Employee Advocacy programs and our goal is to get your leadership team comfortable using social media themselves as well as understanding the role their participation plays in growing your brand and following online in order to create opportunities for leaders to create meaningful change and drive business results.



LEARNING OBJECTIVES

Understand how getting leadership active on social media benefits the organization.

Learn how and where to engage online to improve both your personal brand and your organization's brand.

Learn how your participation online can improve employee engagement, company culture, and drive business.

Understand the legal issues related to company and employee participation on social media.

Gain insight into ways to mitigate risk and manage potential crisis situations related to social media or online communication.

CURRICULUM OVERVIEW

Social Business Opportunity

What is Social Media and why it matters
Social Media Organizational Impact
Social Media Roles & Responsibility
Becoming a Social Business

Social Media Fundamentals

Social Media Platforms Overview
Customer First vs. Employee First Content

Social Media Legal & Ethics

Digital Engagement Policy
Disclosure and Transparency
Crisis Management

Social Media Strategy

What You Should Be Doing
Brand Management
Supporting Your Employees

HELPFUL INFORMATION

**HALF OR FULL DAY TRAINING
OPTIONS ARE AVAILABLE**

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