



Social Media Strategy Workshop

Sample Agenda for an In-House Workshop on Social Media Strategy. Agenda's can be adjusted to reflect client priorities.

Agenda

Commence 10am, aim to finish by 4pm.

10.00 Introductions

1. Presentation on Current company practices
2. The Principles of Social Media
3. Your Audience
 - Who is your Audience?
 - Listening Processes
 - Goal Identification

11.30 Tea/Coffee

4. Conversations
 - How Conversations Work
 - Tools and Tactics
 - Human Faces

1.00 Lunch

5. Putting the Strategy Together
 - Social Home
 - Social Outposts
 - Social Objects

15.00 Tea/Coffee

6. Planning the coming Year
 - Content Plan
 - Task List
 - Questions and Support

16.00 Close

Want to Know More?

For more information contact Su Butcher at www.justpractising.com or call 07815 935736.