

## "Socialnomics" : The business of Social Media

### *A half-day Executive Briefing*

**Description:** Many organisations are seeking now to do 'more with less' and internet technology and online tools are often a low cost, high impact way to market. Many available platforms have free or minimal initial setup costs and can be rapidly established.

However whilst there is increasing awareness of the toolsets (Blogs, Facebook, Twitter etc) it can be difficult to plan an effective engagement and position to gain real business value.

This workshop begins from the basics and walks through the various elements, demystifying the concepts and assessing appropriate uses of web 2.0 for your business.

Case studies and empirical evidence will be used to illustrate the material throughout.

**Audience:** This briefing will start from the basics and quickly cover the main trends in social media and internet today, along with relevant local case studies. Suitable for anyone wishing to understand the concepts, wishing to explore online marketing or branding channels, for anyone who wishes to explore the use of social media and a modern online presence for their business. The briefing is pitched at executives and business managers, also suitable for PR and marketing practitioners and may also be of interest to customer service departments wishing to explore new communication channels.



**Objectives:** On completion of this briefing delegates will be able to:

- Understand the difference between traditional and 'Web 2.0' applications
- Understand the various buzz words and the underlying concepts beneath
- Understand the fundamentals of social media including the various platforms
- Understand the rationale behind engagement with social media
- Refer to a range of case studies to highlight business scenarios
- Make an informed call whether social media is right for your business
- Assess which, if any, of the online options works best for your business
- Begin engaging with the online community in a mutually satisfactory manner
- Differentiate between communications, feedback and networking applications
- Avoid common pitfalls of hasty or inappropriate online engagement
- Establish appropriate KPIs for measurement of a social media strategy
- Begin developing a social media presence for your organisation
- Develop a business case to support online engagement
- Understand the costs of entry and the costs of getting it wrong
- Begin immediate usage of tools like Twitter, Facebook and Blogging

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- Content:** **Introduction.** How the rules have changed. Web 2.0 Technologies. The wisdom of crowds.  
Technical Landscape. How the sands have shifted. 'Socialnomics'.
- Blogging.** The basics. Posts, pages, comments. Different platform options. WordPress. Plugins. Running a corporate blog. Blogging for business v blogging for pleasure.
- Blogging Benefits: Search Engine Audiences. SEO Optimisation. Relationship Building. Feedback. Customer advocacy. Enhance offline brand. Blend personal and commercial spaces. Increase revenue. Increased customer loyalty. Content Guidelines.
- Facebook.** Walls, photos, boards, fan pages, online chat. Building a group page. Marketing approaches. Targeting, demographics (ads). Business Pages. Viral marketing.
- Case study – Obama for America (custom application).  
Case study – Barry's Tea (Business / Fan Page). Building on successful TV campaign.
- Twitter.** The basics. 'Twitiquette'. Best Practices. Quality over quantity. Tools of trade.  
Case studies: Mondello Parks, Blacknight ISP
- Video Content.** YouTube. How to share and reuse. E.g. Embed in blog.
- Mobile Internet.** iPods. BlackBerry. FaceBook Mobile. TweetBerry. Always On.  
Case study – Dell's Idea Storm.
- Forums.** Bulletin Boards and other fori. RollerCoaster.ie Politics.ie Boards.ie
- LinkedIn** – Recruitment and business networking.
- Miscellaneous.** RSS feeds. Social Bookmarking. Wikis. Podcasting.
- Virtual Worlds.** RMT – real money trading. IPO on Eve. Second Life. World of warcraft.  
Case studies – IBM, Dell, Starwoods Hotels.
- Benefits and the Business Case** – Why? What benefits? What cost? Is it right for me?
- Risks and pitfalls** – What could go wrong? Common pitfalls to avoid. Online etiquette.



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