

# Social Media: Requirement or Extravagance?

Twitter, LinkedIn, Google+, YouTube, Facebook, Pinterest, blogs, community forums, etc. The pressure to deploy these social media heavy hitters in the service of company branding is both intense and confusing. Younger employees see them as digital extensions of everyday life. Seasoned personnel such as project managers, division leaders, and company CEO's are often puzzled by their strategic value.

- What's the ROI?
- Are the rewards worth the investment?
- Where do you draw the line?
- What works in fields such as engineering?
- What about the newer collaboration tools such as Yammer or Google Hangouts?

Correctly managed, social media outlets offer the least expensive, most effective method for crafting and marketing a business presence, sharing ideas and disseminating information, growing skills and expanding work horizons, and maintaining close connection to a growing customer base. Poorly deployed and ill-targeted, social media can waste time and money, and draw attention from proven channels and procedures.

Join Dawn Groves in this fascinating ½ day session as she demystifies the world of social media and shares its most effective implementation in your unique business environment.

Included in the presentation will be documentation to support the material as well as technical and online references. INTENDED FOR MANAGERS AND SUPERVISORS AS WELL AS FRONT LINE STAFF

## OVERVIEW / OUTCOME:

This stimulating course takes a fresh look at social media in the context of what really works based on your business arena. It is practical, no-nonsense, and draws on the latest media stats and resources. The end result will be smarter work practices and more time to focus on what really matters, on and off the job.

## Through discussion and activities participants will:

- Understand the tactical differences between social media heavy hitters such as LinkedIn, Twitter, YouTube, Google+, business blogs, community forums, Facebook, and the social media “flavor of the month.”
- Discern the fine line between staying connected and squandering resources.

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- Determine the least activity necessary to make smart use of social media.
- Plan and deploy a social media strategy that makes sense given your business interests and needs
- Project into Social Media's potential future as it applies to your unique business interests.
- Explore the value of social media's newest incarnation: company collaboration software encouraging file sharing, knowledge exchange, and team efficiency.
- Feel encouraged and excited about applying these processes and concepts in daily life.

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