



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	SOCIAL MEDIA MANAGEMENT
Date	7 & 8 June, 2018
Region	Western Cape
Venue	The Bureaux Black, 100 Beach Road, Nautica Building, Waterclub Complex Rd, Mouille Point, Cape Town
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

People are talking about your business online. It is not a question of whether you are part of the conversation; but rather how you are part of it. As communicators, it is imperative that we know how to effectively utilise the various digital platforms, assess and optimise our own presence, and maximise our efforts with limited time and resources.

Knowing how to leverage this powerful communication and marketing tool can help your business and reputation thrive. In the same light, not knowing how to effectively manage social media can destroy your brand.



Discover all the bells and whistles of social media management in this hands-on, interactive two-day workshop. During the workshop we will aim to teach delegates how to effectively use social media to provide customers with an interactive brand experience that will help cultivate strong customer relationships. Digital channels include Instagram, LinkedIn, Twitter, Pinterest, Google Plus, Facebook and blogs.

Learn the ins and outs of:

- How to leverage social media
- Introduction to the different platforms
- The big 10 golden rules
- Integration: Why is it key?
- Digital strategies: What works for YOUR business
- Images vs. content vs. videos

- Developing business benefits
- How to reach your target audience
- Online crisis management – to act or not to act
- Reporting
- Chasing ROI
- And much more

About the facilitator

Janneke de Vos is a swift adopter of new communication technologies. She has managed digital marketing campaigns around the globe, including Brazil, USA, China, Hong Kong, Russia, Poland and South Africa.

Her experience in the broadcast, entertainment and communication industries bring a well-rounded approach to her role as a communication and digital marketing professional.

Duration:	2 Days
CPD Points:	15
*Early bird PRISA Member:	R4800.00
Late PRISA member:	R5030.00
*Early bird non-member:	R5320.00
Late non-member:	R5600.00
PRISA registered student:	R2720.00
Accommodation NOT included in any of the fees Fees subject to change	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

***Early bird: Book and pay before 8 May 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Book online now to secure your seat as space is limited
Contact: Annah Jordan at annah@prisa.co.za or 011 326 1262