



KHL INTERACTIVE COURSE 2010

“Making Social & New Media work for your business”

With an increase in use of internet by clients and an emphasis of integration of text, pictures, sound and video, there is no better time to discover how, multimedia, interactive approaches, content management and digital marketing can help further your business from concept to delivering professional, engaging and sustainable corporate communication content. Today the UK's online audience is around 35 million and increasingly people are relying on news from the internet, blogs, talk boards or Twitter together with traditional channels and newspaper outlets. How will these developments affect your business? How can you use these communication pathways to improve customer relationships and internal corporate knowledge?

The course aims to cover the following areas:

Social Media Technologies

- What's new and what is working?
- Blogs / Wiki's/ Podcasting/ Videocasting/ vlogs / micro-blog (Twitter) / RSS Content aggregation, discussion forums & live&life streaming - with practical examples of each.
- Collaborative tools: Social bookmarking, Citizen Journalism, Spider Monkey surveying - great ways to interact with your customer or set-up interactive channels for feedback.
- Sharing content Flickr / Photos / videos

Key elements of Social Media

- Spreading the word about your brand and related information/online knowledge.
- Re-distribution of content and reciprocity
- Creating dialogue and relationships

Best and Worse Practical examples

- What clients want - a service perspective
- What followers despise - examples of annoying online interactions
- Your online progression - how to analyse and monitor

Netettiquite

- Being Law abiding
- How to maintain ethical behaviour
- Care, re: posting comments or opinions
- Moderation

WHO WILL THIS BENEFIT?

- Marketers
- Public Relations (PR) professionals
- Publishers
- Digital Marketing specialists
- Online sales teams / media owners
- Advertising account managers, planners & strategists

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