

# Building a Brand on Social Media

## Course Outline



Your brand speaks for your company and its products and/or services. In today's online-focused world, it's important that your brand has a definitive, consistent and responsive presence.

Whether you're looking to build a brand from scratch, or strengthen an existing brand, this course will help you build a brand using social media. We'll cover how to build a social media strategy, identify social media platforms that fit your brand, craft strong messages that will engage your audience, and evaluate and revise your strategy.

This one-day course will teach participants:

- Define terms related to social media branding
- Create a strategy for your social media brand
- Describe various social media platforms and identify what platforms fit your brand
- Communicate effectively over social media
- Deal with negative feedback and criticism
- Create a social media playbook to guide brand ambassadors
- Evaluate your brand strength and revise your strategy

### **Course Overview**

You will spend this session getting to know the course objectives and you will also have an opportunity to identify your personal learning objectives.

### **Defining the Terms**

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

### **Building Your Social Media Branding Strategy**

Once you have a grasp on the terms it's time to take the next step. This session looks at the key ingredients for a successful branding strategy including what do you want your brand to say and what is it saying currently. Also covered along the way are how will the brand come to life, resources, and how to evaluate progress.

### **Identifying Your Social Media Audience**

Once you've got a branding strategy in place you need a target, that's where this session becomes very helpful. It looks at building an audience profile and includes a range of questions to fine-tune your search for a target audience.

### **The Key Social Media Platforms**

By this point of the course learners have laid the groundwork for a successful social media branding campaign. The next step is coming to grips with key social media platforms. This session looks at choosing the right platform(s) for your brand, identifying ways to build your brand on a social network, and looking at options for the platforms.

### **Creating Brand-Focused Messages**

Now comes a look at brand-focused messages. This session looks at the elements of a successful social media message and then delves deeper through a look at a recent social media gaffe by a major company. The session wraps up with a study of how to deal with negative online feedback when it happens.

### **Building Customer Trust**

This session allows participants to look at some high profile examples of ways that individuals and companies can make or break customer trust through their social media actions.

### **Developing a Communication Strategy**

It's no use in having a comprehensive social media plan if you don't have a strategy for using it and that's the focus of this session. Each brand needs guidelines for a social media presence and they are addressed here along with a look at applying them to each student's situation. The session concludes with a look at how to turn customers into online ambassadors for your brand and examines an actual example from the business world.

### **Reviewing and Revising**

Nothing is perfect in life, including a social media presence. Students get instructed in this session on how to deal with any subtle flaws or imperfections in their social media campaigns.

### **Course Wrap-Up**

At the end of the day, participants will have an opportunity to ask questions and fill out a personal action plan.