

# Harnessing the power of social media

Intermediate  
level

Social media algorithms and users' behaviour change frequently. Effective social media strategies from five years ago are not always fit for purpose in 2021. This half-day course brings marketing managers and assistants up to speed on how to create suitable social media plans to support your BD and brand awareness objectives.

This online workshop qualifies for 3.5 hours CPD.

## Topics covered

### *Setting up a multi-level strategy*

- Aligning social media with business objectives
- Differentiating between firmwide, team and individual activities
- Understanding the different elements of a solid social media strategy
- Identifying up suitable KPIs

### *Gaming the algorithm*

- Choosing your social media channels
- Understanding the algorithms
- Adapting to evolving user behaviour
- Varying content and formats

### *Planning iteratively*

- Setting up editorial processes
- Implementing continuous learning
- Aligning content planning with business calendars
- Utilising the power of storytelling

### *Increasing internal engagement*

- Getting buy-in from management and teams
- Improving social media use across the firm
- Organising effective social media training
- Creating a fit-for-purpose social media policy

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 3,000 marketers in professional services firms. Visit [www.pmforum.co.uk](http://www.pmforum.co.uk)



## Wednesday 21 April 2021

This half-day online workshop takes place from 9.30 to 13.00.

### **Other workshops in the Digital series:**

**Emails and marketing automation –**  
Wednesday 17 March

**Planning digital campaigns and a solid content strategy –** Wednesday 12 May

**For information on other training workshop visit [www.pmforum.co.uk/training](http://www.pmforum.co.uk/training)**

## Venue

Online

## Cancellations/Substitutions

Refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person).

Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Fees

First attendee £235 + VAT

Second attendee £225 + VAT

All subsequent attendees £215 + VAT

Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes a folder of workshop material.

## Harnessing the power of social media – 21 April

Name ..... Name ..... Name .....

Position ..... Position ..... Position .....

Firm ..... Type of firm .....

Address .....

Postcode .....

Tel ..... E-mail .....

Please pay by Visa/Mastercard/Maestro/AmEx (please circle one)

Cardholder name: ..... Amount: £ .....

Card number: ..... Expiry date: ..... Security code: .....

Signed ..... Date .....

Confirmation of booking will be sent by return along with a VAT receipt

Please return this form to: [training@pmint.co.uk](mailto:training@pmint.co.uk)

020 7786 9786 [www.pmforum.co.uk](http://www.pmforum.co.uk)