Regardless of the stage you are in with your social media efforts, knowing where to begin or what to consider can be daunting. Dell has years of social media experience and can remove the guesswork, helping to advance your overall understanding of social media practices.

These seminars are rich and interactive facilitated work sessions, guiding you through the complex and ever-changing social media environment. Small class sizes ensure a more personalized learning experience for participants. Each seminar is customized to your specific corporate or industry needs, creating an agenda to match your current social media initiative. Dell subject matter experts will share their knowledge, experience and open leadership, utilizing real-life role-playing scenarios and case studies to encourage a deeper understanding of social media. With each of these hands-on, facilitated workshops, you’ll leave with clear outcomes that can be applied to your own corporate culture. Topics vary and will answer questions on how to effectively integrate social media for business success.
Get answers to the most frequently asked social media questions.

Our approach is to embed social media into the fabric of the company. Because social media is used in so many aspects of business, questions may arise. As you begin or evolve your social media initiatives, you may receive questions from executives about effectiveness and impact. Our best practice seminars are designed to address some of these questions, including:

- Should we have a dedicated social media team?
- Which social media channels would be most relevant for our business?
- What do customers say about us?
- Where do we start and what tools should we use?
- Who are our influencers?
- How do we take back control of our brand image in social media?
- How do we grow a social community?
- How do we manage the inflow of information?
- How do we determine return on investment (ROI)?
- How do we scale our social media efforts?
- How do we train employees and mitigate legal risks?
- Are there standard processes we should follow?

**What you can expect:**

- You select the seminar(s) and request date(s) of delivery
- The training team will conduct a needs analysis to aid in customizing your seminar(s)
- A proposed training outline will be developed and presented to you for approval
- With an approved outline, the training team will develop your seminar(s)
- Presentations will go through two rounds of review prior to the formal delivery
- All instructor-led courses include workbooks for the participants
Seminar: Social Media for the Executive
Having a direct relationship with customers is fundamental to a successful business, and social media is a natural extension of those relationships. It can improve a brand’s reach, share of voice, sentiment and encourage measurable loyalty. However, with so many positive implications, there can still be challenges and objections posed by executives — whether due to risk aversion or a lack of understanding. This seminar will aid in alignment across your organization for social media advocacy and support.

Strategies and the importance of aligning social media to business goals will be discussed in this seminar, along with how to overcome barriers. Other key components to be discussed include how to establish roles, online presence, governance, policies and training.

Whether you’re looking to encourage participation from executives or simply gain their support, this seminar will provide practical solutions and help you attain leadership for your company’s social media initiatives.

Seminar: The Roles of Social Media Listening and the Use of Its Data
Customers are talking about your brand, whether you like it or not. It’s your choice if you want to listen and engage. It’s important to understand the implications these conversations can have on your brand — good and bad.

In this seminar, we will discuss the following topics:
- What would you like to accomplish?
- Which tools should you use to attain your goals?
- How should you assign roles and responsibilities?
- How do you establish governance (policies, training and so on)?
- What can you do to monitor discussions of your brand?
- How can you provide better customer support through social media listening?

Understanding this foundation of social media is critical, as effective listening can inform your larger business strategies. Activities during the seminar are tailored to your own level of social media listening and may include assessing the effectiveness of your current efforts, developing keyword lists, profiles and hash tags as well as learning to interpret data like topic trends, word clouds and share of voice. It may also include participating in real-time, scenario-based role-playing sessions. With these activities and our expertise to guide you, you’ll leave with practical outcomes to create a robust listening program.

Who should attend?
Executives, legal, human resources, division leads and other leaders responsible for social media

How long is the seminar?
One and a half days

Where is it located?
Client site or Dell campus (Internet access required)

Are there pre-requisites?
None
Social media can instill loyalty, manage your reputation and improve reach, market share and return on investment. Building relationships via social media is an ongoing effort that requires authentic interaction with customers and a roadmap for creating valuable and relevant content. In this seminar, you’ll learn processes and strategies to make mutually beneficial connections with your customers — using a variety of platforms and listening tools. You’ll also establish your own objectives and success metrics to build a strategy, including how to develop content that helps you remain relevant and how to nurture your fans and advocates for improved engagement.

Who should attend?
Professionals who work in social media, marketing and communications, or any other professionals whose department or job is directly impacted by social media marketing

How long is the seminar?
One full day to one and a half days (depending on your needs)

Where is it located?
Client site

Are there pre-requisites?
None
Seminar: Building Community via Social Media

Technology continues to change, but the desire to connect and interact with others remains constant. Social media communities are used to network and learn from others, find solutions or answers and increase awareness for causes. However, building your own community presence without a purpose and plan can lead to frustration, wasted time and lost revenue. It takes a lot to build a robust and vibrant community that will support your business goals and meet the needs of your customers.

In this seminar, you’ll learn the value of an online community and determine if it’s the right solution for meeting your goals. We will discuss the various types and the advantages and disadvantages of each. You’ll determine your audience and strategy for ensuring the community’s effectiveness — including pre- and post-launch steps and processes. Through these discussions, you’ll understand how to turn your audience into brand advocates.

Seminar: Developing a Social Media Training Roadmap

Social media can have vast applications for all facets of a company, such as marketing, product development, customer support, sales and communications. The quickest way to implement and scale your efforts is to harness the power of your workforce. Training is essential to instill confidence in your employees, but achieving this requires more than the creation of a course. You need to develop a program.

For years Dell has empowered and trained employees to listen, engage and act within social media. Building on that experience, this seminar explores critical training program components including establishing goals, mitigating risks and undergoing training operations as well as assigning roles and responsibilities. We will also explore implications these components may have on your timelines, resources and application of choice. Future course development options will also be discussed.

Who should attend?
Community managers and social media professionals or any other professionals tasked with managing a social media community for their organization.

How long is the seminar?
One full day to one and a half days (depending on your needs).

Where is it located?
Client site

Are there pre-requisites?
None

Through this seminar, you’ll create your own curriculum roadmap, benefit from real-life examples and position your social media training program for success.
Seminar: Create a Social Media Training Course

Once the fundamentals of building a training program are understood, the next step is developing your course curriculum content. Traditional training can take months to develop, but social media training needs to be deployed rapidly to remain relevant and content must be regularly maintained. Therefore, it’s essential your approach has maximum flexibility. In this seminar, you’ll learn our quick-fire method for course development.

Who should attend?
Social media professionals, marketing, communications, training, legal, human resources or any other professionals who are directly impacted by social media training and/or its deployment

How long is the seminar?
One half day per course

Where is it located?
Client site

Are there pre-requisites?
Yes; completion of our Developing a Social Media Training Roadmap seminar or completion of a detailed review of your existing social media training program by a Dell social media trainer

Once you have a course developed, you’ll be guided through content evaluation to assess whether your course is interactive, engaging and easy to understand — and achieves your objectives. The intention of this seminar is to aid you in designing a course, one topic at a time. This offer may be repeated separately for as many course topics as you’d like to develop. Various topics you can select are noted below.

Topic selection
Foundational
With these courses, you’ll gain essential social media knowledge, including:
- Guiding Principles — Learn to direct employee participation and mitigate risks by identifying and defining core principles aligned to your social media policy
- Get Started in Social Media — Learn to develop an effective strategy and choose platforms
- Protecting Your Brand — Learn to support and protect your brand within social platforms

Platform based
Through these courses, you’ll learn best practices plus the basics for managing, contributing and engaging within each. Additionally, you’ll learn:
- Building Relationships via Facebook — Taxonomy and creative guidelines
- Building Relationships via Twitter — Communications strategies and creative guidelines
- Building Relationships via Community — Etiquette, as well as terms and conditions
- Building Relationships via LinkedIn — Communications strategies and creative guidelines
- Building Relationships via Google+ — Individual and corporate strategies

Skill enhancing
Elevate what you already know about social media with this host of offerings including:
- Blogging 101 — Learn the benefits, various roles/responsibilities plus strategy development
- Blogger Relations — Learn to identify and build relationships that increase brand awareness
- Training Ambassador Program — Learn to train employees on various social media topics, enabling them to train their peers
- Getting Social with Public Relations — Learn how to integrate social media into communications plans plus get tips and resources to get started
- Social Media Writing — Learn best practices for writing engaging, searchable and professional content on behalf of your brand
- Integrating Social Media into Campaigns — Learn how to include social media in marketing campaigns and measure for effectiveness

For more information about any of our service offerings, please visit Dell.com/socialmediaservices or contact your Dell representative.