

perfect path

Better Blogger Relations *How PR can engage with social media*

"How do you know what bloggers are saying about you or your clients? How can you influence that conversation? What are the pitfalls to avoid?"

Overview

This innovative, half-day workshop will help you and your team understand the opportunities and threats associated with the latest developments in "social media" and work out real, actionable ways to engage with the 'blogosphere' using this technology to improve your relationships with bloggers and with anyone who talks about your client or their brands online.

Benefits

You will understand better what kinds of people are talking about your clients on the web and why they do it. You will learn how to differentiate between those who carry influence and those who are safe to ignore. By the end of the workshop, you will know how to use simple lightweight tools to regularly monitor online comment about a client or an industry segment. You will find out some simple guidelines for being interesting to bloggers and how to engage in the online conversation. You will leave with a simple action plan for applying what you've learned in the context of your client portfolio.

What you'll cover in this workshop

- A brief introduction to blogging, social networking and RSS.
- Finding people who are talking about your clients.
- Monitoring online conversations methodically.
- Engaging with an online community.
- How to be interesting.
- Action planning for your own portfolio.

Who is this workshop for?

PR professionals who need to engage with the world of social media on behalf of clients and their brands. Brand-owners who need to engage more directly with their customers.

What do you need to bring with you?

This is **not** a technical workshop although it deals with the use of technology. You need have no greater technical skills than the ability to use a word processor, e-mail and a web browser. While it is not essential, you will get more out of the session if you have a wi-fi enabled laptop that you can bring with you.

Pricing

This workshop is offered in public sessions at £95+VAT per person. Each session is strictly limited to 12 participants so that everyone gets as much as possible out of the workshop.

For firms with many people who would benefit, we can provide in-house workshops on request.

Workshop outline

Opening (10 minutes)

What does the group already know about the subject area? What do they most want to achieve during the workshop.

An introduction to the blogosphere. (15 minutes)

What blogs are and why bloggers blog; what people are using them for; the blogger's perspective on PR, marketing and corporate communications.

How to find bloggers who are talking about you (30 mins)

Using simple free tools is a good start, but not enough – you need to use your brain and PR savvy as well.

Making blog monitoring methodical and repeatable (30 mins)

How to make monitoring your brands a simple daily task

Reflection Point & Coffee (20 minutes)

For the group to consider what they have learned and to pull together questions about how they might use these tools in their own environment.

Engaging with an online community (30 mins)

Is it possible for you to become 'part of the family'? What different etiquette applies in the online world?

How to be interesting to bloggers (30 mins)

You know how to grab a journalist's attention, what are the (sometimes subtle) differences you should be aware of when talking to bloggers?

Action Planning (15 mins)

What are you going to do differently when you get back to the office?

Workshop Leader - Lloyd Davis



Lloyd is one of Britain's foremost social media specialists who has spent 15 years working at the point where people meet technology. Having trained both as an actor and as a software engineer, he brings a unique perspective to the social uses of computing.

Lloyd's keen understanding of how people best use social software was developed during his eight years grappling with Knowledge & Information Management at the UK's Audit Commission and through a stint as Head of Knowledge Management at the Commission for Patient & Public Involvement in Health.

Creating his first blog in 2002, Lloyd launched perfectpath.co.uk in 2004. At the end of that year, he became one of London's very first podcasters and videobloggers, finishing 2005 with an award nomination for "Best Implementation of a Business Blog".

Lloyd now enjoys mixing social media production services into his consulting practice and stays at the cutting edge by running the London branch of Social Media Club.

For booking details, please call Lloyd on +44 (0)79191 82825