Social Psychology for Social Media

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Globally accredited communication training
A One-Day Course On Using Social Psychology To Optimise Social Media Communication

In this one day course, participants will:
• Learn the key principles of social psychology, and use them to enhance your social media communications
• From Apple to Zappos - learn how industry leaders use ‘social intelligence’ to connect, convince and compel
• Master six techniques from the social psychology of influence to improve your communications

Developing a “Social Mindset”
• Why do people use social media, what do they want from it?
• The ‘social mind’ what is it, why does it matter?
• Using your ‘social intelligence’ to communicate smarter
• The power of recommendation

How To Cut Through Social Clutter
• The clutter problem and how to cut through by making emotional connections
• Delivering ‘social status’ - helping people stand out
• Promising ‘social bonding’ - helping people fit it
• Industry examples and best practice

Social Influence for Social Media I
• Follow the Crowd – appealing to our herd instinct with ‘listicles’ and more
• The Power of Scarcity - why secrets sell
• The Appeal of Authority – using experts to convince and compel
• Industry examples and best practice

Social Influence for Social Media II
• Liking - why liking is more than a button
• Consistency - why a call to action is key
• Reciprocity – social media as give and take
• Industry examples and best practice

Paul Marsden
Dr Paul Marsden is a psychologist, author and communications strategist. He works with leading organisations and brands (Ministry of Defence, BBC, LVMH, Mercedes...) advising on how to use technology connect with digital audiences. He is co-founder of Brainjuicer PLC (LON:BJU), the online communications research company that uses psychological techniques to develop and test effective brand communication. Author of Connected Marketing, and The Social Commerce Handbook, he is currently researching his next book, ‘The Uberification of Everything’.

DATE:
Monday, 27 October 2014, 9.30am-4.30pm

VENUE:
International School of Communication, 13 Grosvenor Place, London, SW1X 7HH

PRICE:
£600

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