



**Reputation Management
in Social Media**

**SHORT COURSES
FOR PROFESSIONALS**

Reputation Management in Social Media



Course overview

Reputation Management in Social Media is a one-day universal training course on how to shape perceptions and conversations online using monitoring, search and content strategies. This course deals with how to track your reputation online and design your online output and engagement such that stakeholders get the right message when they search or discuss your brand online. You will learn to predict, track and understand web user behaviour and master tools to shape your search profile.

LEARNING OUTCOMES

After this course, you will be able to:

- Understand the mechanisms through which content and search define your organisation's reputation
- Design monitoring systems to deliver intelligence about your reputation in social media
- Influence what Google says about you including the science of Search Engine Optimisation (SEO)
- Create engaging Web content designed to catch the attention of Google, including social media news releases
- Design a blogging strategy for your organisation

Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques.

This course is recommended for communications, PR and marketing professionals at all levels whose role includes strategies and tactics for engagement with online social media on behalf of their organisation. It is also suitable for managers and executives responsible for managing and supervising this activity at a strategic level.

Course agenda



Monitoring and engagement

This module covers how to set up tracking and monitoring systems that will deliver practical intelligence on the issues and influencers who are shaping your reputation in social media.

- Tracking tools and strategies
- Mapping influencers, allies and issues
- Rules of engagement

Search optimisation (SEO)

This module covers techniques and strategies to ensure that your organisation and its content appear prominently in Google results when people that matter to you make relevant searches.

- SEO
- Link strategies
- Keyword strategies
- Optimising news releases and website content for social media and search

Media engagement online

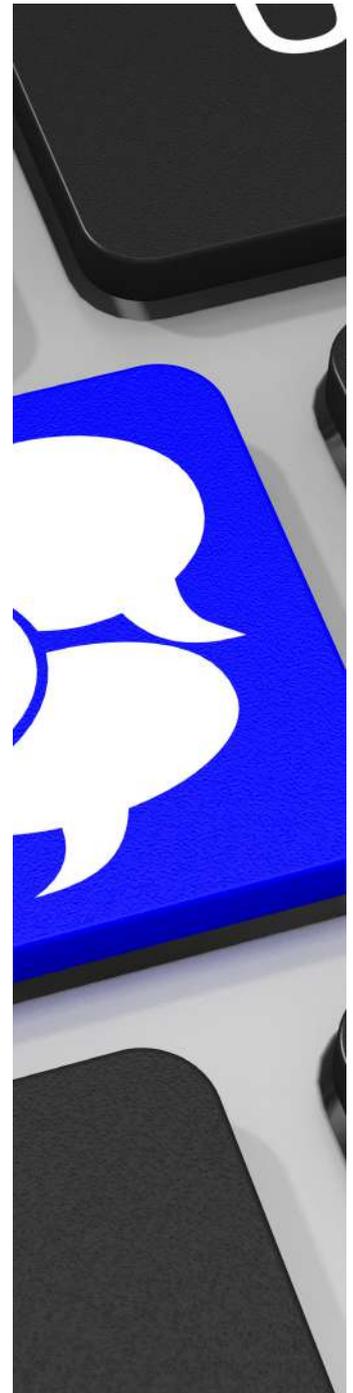
This module covers how to engage with and manage journalist's media online in order to shape and facilitate third party coverage of your messages and issues.

- Social media news releases
- Online media resources
- Designing and managing an online newsroom

Blogging and content

This module deals with planning and managing your own organisational blog and engaging with third party blogs in support of your organisation's communication strategy.

- Content strategies
- Thought leadership
- Organisational engagement
- Blogger relations: promoting news to blogs, and responding to blog coverage
- Voice, style and tone: giving your organisation a genuine, likeable personality



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are senior industry professionals

**ISOC courses are fun, stimulating,
interesting, and designed around
practical skills that you can put to
work straight away**



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