

# Mike Kujawski – Strategic Social Media Engagement Workshop Description

The modern era of social media and subsequent democratization of content has had a major impact on how public sector and non-profit organizations communicate and engage with their audiences. The world of one-way communication, of one source to many readers, viewers or listeners – has changed into a multi-faceted communications universe, where niche-audience customization and increased relevancy have been made possible. To take advantage of the opportunities and deal with the challenges presented by this new universe, organizations need to go beyond tactics and employ a strategic approach to their engagement on digital channels. Actions need to take place that go far beyond merely opening a few social accounts and/or hiring a community manager. As organizations mature in their approach to digital, specific resources are being assigned to content strategy, data analytics, channel strategy, technology and overarching social business strategy. Organizational leaders need to realize that the true foundation beneath all the tools is a powerful paradigm shift, led by a citizen culture that embraces and expects participation, collaboration and transparency.

## Goal of the workshop

To provide participants with a structured, strategic framework for engaging in the modern digital space and the social media channels within it.

## What participants will learn:

- The most recent statistics in the digital space at a global and national level
- The key digital trends that are taking place right now to which you need to adapt to
- How public sector and non-profit organizational structures are changing because of digital disruption
- How to develop goals and objectives that are aligned with your organizational strategy
- How to monitor and analyze social data for better business intelligence gathering
- A process for formulating strategies and tactics based on your actual reality
- How to reach specific niche online target audiences
- How to identify influential online content creators in your industry
- How to drastically build up your web presence/digital footprint for maximum findability
- How to effectively change organizational structures to better support digital
- How to develop and roll out internal employee engagement guidelines, terms of use and interaction protocols
- How to better manage risks posed by the digital channel
- How to improve the efficiency of your internal processes by using collaborative tools
- How to measure performance of your specific digital engagement activities

## Each participant will receive:

- PDF copy of the presentation slides
- PDF copy of the “CEPSM Strategic Social Media Engagement in the Public and Non-Profit Sectors” workbook.

# Option A - 1 Day Condensed Format

## Morning

During the first half of the workshop, Mike will be providing an overview of the current state of social media engagement around the globe and right here in Canada. Mike's consulting and training work with non-profit and public sector organizations across all jurisdictions allows him to share relevant examples and current best practices that participants can actually relate to. More importantly, Mike will be separating fact from fiction and demonstrating how and why social media monitoring and engagement needs to become a part of every organization's highest level strategic plan.

## Afternoon

The second half of the workshop will involve strategic social media engagement planning exercises adapted from CEPSP's "Strategic Social Media Engagement in the Public and Non-Profit Sectors" workbook (provided to all participants). The purpose of the afternoon working session is to work with participants to fill out the blanks and questions that need to be addressed before an effective strategic social media engagement plan can be written and implemented. The CEPSP workbook/presentation format has been designed to allow for maximum interaction and productivity given the time constraint. After certain steps are presented, participants will be given a brief period to fill out the questions for that step or conduct the required hands-on tasks. In addition to introducing participants to strategy development, resource requirements, performance measurement and risk management techniques, Mike will also be providing participants with demonstrations of free social media monitoring tools that can be used to build a data-driven strategy. It should be noted that in the 1-day format, no laptops will be required on part of the participants, and certain steps may only be covered at a high-level.

The following 10 steps are covered in the workbook. Certain steps may be modified slightly in the actual printed workbook as Mike regularly updates it based on practical experience with his consulting clients.

- Step 1: Set your social media engagement goals
- Step 2: Identify your audience(s)
- Step 3: Conduct an internal and external environmental scan
- Step 4: Determine your strategies
- Step 5: Select the appropriate social media tools
- Step 6: Determine your key tactics for each strategy
- Step 7: Identify your resource requirements
- Step 8: Develop an implementation plan
- Step 9: Manage risk
- Step 10: Measure performance and adjust as needed

At the end of this process, workshop participants will have been introduced to a social media engagement framework that will allow them to move forward with their initiative in a more strategic manner.

# Option B - 2 Day Full Format

## Day 1

During Day 1, Mike will be providing an overview of the current state of social media engagement around the globe and right here in Canada. Mike's consulting and training work with non-profit and public sector organizations across all jurisdictions allows him to share relevant examples and current best practices that participants can actually relate to. More importantly, Mike will be separating fact from fiction and demonstrating how and why social media monitoring and engagement needs to become a part of every organization's highest level strategic plan. ***The day includes interactive activities and discussion catering specifically to the needs of the client.***

## Day 2

Day 2 will involve strategic social media engagement planning exercises adapted from CEPSP's "Strategic Social Media Engagement in the Public and Non-Profit Sectors" workbook (provided to all participants). ***The 2-day format allows for more discussion and extended break-out sessions.*** The purpose of the day 2 working session is to work with participants to fill out the blanks and questions that need to be addressed before an effective strategic social media engagement plan can be written and implemented. The CEPSP workbook/presentation format has been designed to allow for maximum interaction and productivity given the time constraint. After the steps are presented, participants will be given a brief period to fill out the questions for that step or conduct the required hands-on tasks. ***Since the 2-day format allows for more time to be spent on each step, participants are encouraged to bring in their own laptops and try out some of the free web based social media monitoring tools that will be introduced as part of Step 3.*** In addition to introducing participants to strategy development, resource requirements, performance measurement and risk management techniques, ***Mike will also be guiding participants through hands-on social media monitoring activities.***

The following 10 steps are covered in the workbook. Certain steps may be modified slightly in the actual printed workbook as Mike regularly updates it based on practical experience with his consulting clients.

- Step 1: Set your social media engagement goals
- Step 2: Identify your audience(s)
- Step 3: Conduct an internal and external environmental scan
- Step 4: Determine your strategies
- Step 5: Select the appropriate social media tools
- Step 6: Determine your key tactics for each strategy
- Step 7: Identify your resource requirements
- Step 8: Develop an implementation plan
- Step 9: Manage risk
- Step 10: Measure performance and adjust as needed

At the end of this process, workshop participants will have a solid social media engagement framework that will allow them to move forward with their initiative in a more strategic manner.

For workshop related questions please contact Mike Kujawski directly at [mikekujawski@cepsm.ca](mailto:mikekujawski@cepsm.ca)