



Skills in 60: Master Social Media Engagement

This in-depth short course will show you how to build an engagement-focused social strategy and establish a process for real-time engagement and newsjacking across all your social channels. The video lessons will guide you on what real-time engagement and newsjacking is, how to prepare and execute on an opportunity and analyze your efforts. If you have any questions on the materials, please email support@mediabistro.com.

Lesson 1: What is Real-Time Social Engagement and Newsjacking

In this lesson, you will learn the difference between engaging in a conversation in real-time and newsjacking a story. You will hear about the importance and need for brands today to join the conversation both for their social content strategy and overall communications needs.

Lesson 2: Developing an Engagement Plan

Both opportunities require quick responses and action on the behalf of your brand. By understanding how to monitor for specific conversations, brands are geared for success. In lesson 2, you will learn the importance of developing and maintaining a listening strategy and creating nimble content options so when a real-time moment or newsjacking opportunity arises, you'll be ready.

Lesson 3: Ready, Set, Engage

The decisions you make in the first couple of hours of an opportunity arising can make or break your brand. In lesson 3, you will learn how to analyze conversations for those key moments to insert your brand. We will also go over best practices and risks to navigate as your brand joins the conversation.

Lesson 4: Analyzing and Tracking Real-Time in Real-Time

Social media moves faster than the speed of light, how do you measure success on the go? In this lesson, we will discuss goal setting, conversation tracking and identifying the "wins" for your brand.