Program Overview

Social media has changed how business is conducted. A primary goal of any business operation is to ensure that you and your company are visible and engaged with your customers. Increasingly, the customers are present and active on numerous forms of social media and they expect companies to be there as well. However, developing and managing social media channels can be cumbersome and confusing to manage.

Developed and led by Dr. Carolyn Massiah, this brand new one-day workshop will introduce you to a variety of social media platforms such as Facebook, Twitter, LinkedIn, Instagram, YouTube, and Google+ and recommend a plan of action. You will learn how to design, schedule and manage social media postings over a variety of platforms. Discuss examples of how successful companies developed effective social media campaigns to strengthen their company’s brand and engage with customers and prospective clients. The goal of this workshop is to equip each attendee with a set of fundamental tools in order to simulate and support the use of social media in their respective firms.

Key Benefits

- Strengthen your understanding of what social media is and why you should care
- Discover the nuances of different social media platforms and which could benefit your organization the most
- Learn to develop various forms of communications which will be effective across social media channels
- Find out how to efficiently schedule and manage postings across social media channels to assure consistency and reach
- Learn how to manage two-way communications across social media channels between a company and its customers
- Earn 0.8 CEU’s and 6.5 HRCI credits

Who Should Attend

Anyone interested in learning how to effectively use social media to for their business or organization will benefit from this program. It is especially suitable for:

- Marketing and Communications Managers
- Public Relations Directors
- Customer Experience Managers
- Sales and Business Development Personnel
- Entrepreneurs and Small Business Owners
- Product Managers and Team Leaders

“Dr. Massiah combines excellent, concise, and eloquent presentation of complex subject matter with focus on practical application.”

Liddon Dell, Product Specialist, Sandvik

April 27, 2016
8:00 am - 5:00 pm

UCF Executive Development Center
36 West Pine Street, Orlando, FL 32801

$450 (see back page for details)

This program is part of our Marketing and Sales Workshop Series.

UCF Executive Development Center
business.ucf.edu/executive-education
Program Agenda

Wednesday, April 27, 2016

- 7:30 AM – 8:00 AM  Registration and Breakfast
- 8:00 AM – 8:30 AM  Welcome and Brief Introductions
- 8:30 AM – 10:00 AM Social Media? What do you know? What do you want to Know?
- 10:00 AM – 10:10 AM Coffee Break
- 10:10 AM – 12:00 PM Developing Messages which will be Effective across Social Media Channels
- 12:00 PM – 1:00 PM  Networking Luncheon
- 1:00 PM – 2:00 PM  Scheduling and Managing Postings across Social Media Channels
- 2:00 PM – 3:30 PM  Managing Two-Way Communications across Social Media Channels
- 3:30 PM – 3:40 PM  Coffee Break
- 3:40 PM – 4:40 PM  Social Media Interactive Exercise
- 4:40 PM - 5:00 PM  Lessons Learned & Wrap Up

About the Instructor

Carolyn Massiah, Ph.D., is a Clinical Professor of Marketing at the University of Central Florida. She holds an MBA with a dual emphasis of Marketing and International Management from the University of Colorado and a Ph.D. in Marketing from Arizona State University. Her research, which focuses primarily upon intergroup relations among consumers and uses of Social Media, has been published in the top marketing journals and presented at various conferences, including, the American Marketing Association. She has won several prestigious awards, including Winner of the Association of Consumer Research 2013 People’s Choice Best Working Paper Award and 2010 Young Alumni Hall of Fame Inductee of the Anderson School of Management at the University of New Mexico. She regularly teaches marketing classes in UCF’s Executive and Professional MBA program.

Program Fees

- $400 per participant if registered by March 27, 2016 ($450 regular price thereafter)
- Registration fee includes one day of highly interactive sessions, breakfast, lunch, refreshment breaks, adjacent parking downtown, and all course materials
- Discounts available to multiple attendees from the same organization, non-profits, past EDC workshop attendees and UCF Alumni—contact us for details!

Registration Options

Register Online

Call (407) 235-3903

Email executiveeducation@bus.ucf.edu

Mail online registration form & check payable to: UCF Executive Development Center 36 West Pine Street, Orlando, Florida 32801