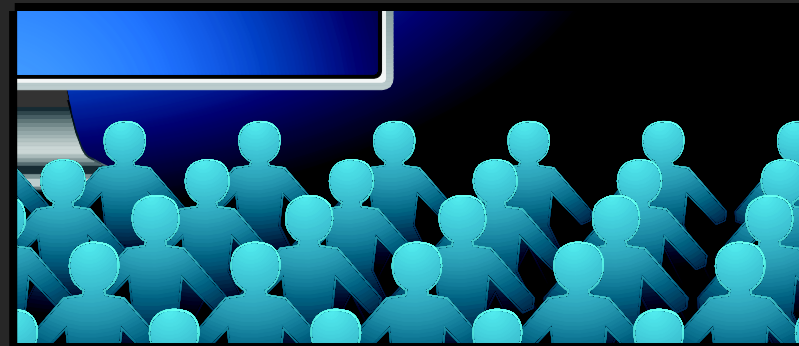
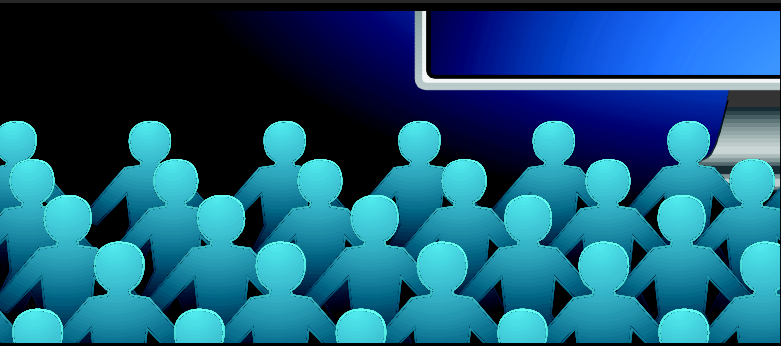
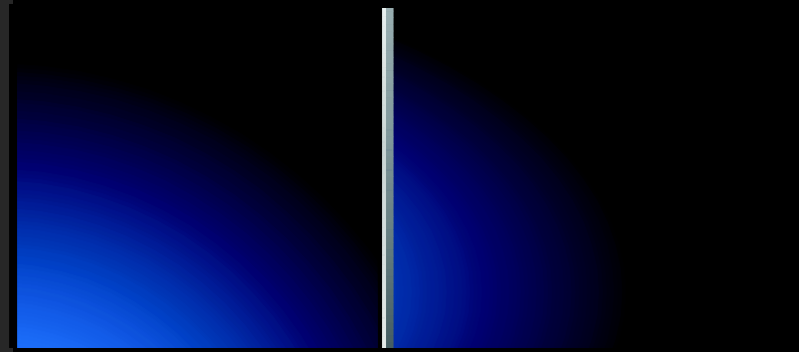
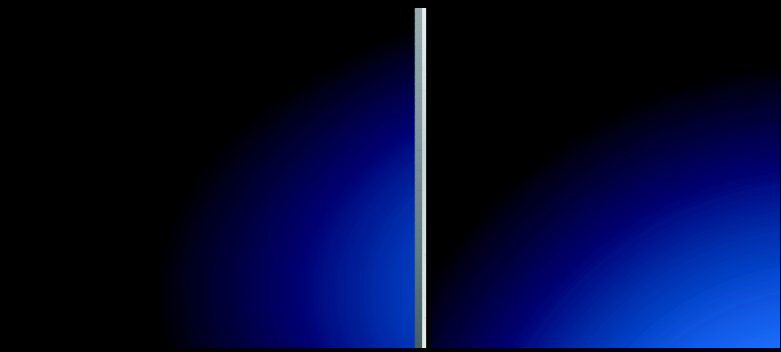


Social Media Risk

Protect your organization from rogue social media practices



Develop a risk mitigation strategy while promoting transparency

- ✓ Online behavior characteristics
- ✓ Better social media marketing strategies
- ✓ Improved stakeholder engagement through web 2.0 applications
- ✓ Reduced employee, brand and organizational risks
- ✓ Develop social media oversight

Available Formats: _____

Online, DVD, LMS & Handheld

e: register@gmi-solutions.com

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Social Media Risk

Protecting your brand from rogue social media practices

Social media outlets are at the center of many modern-day marketing campaigns. Web 2.0 has established an important outlet for marketers to communicate more directly with consumers and stakeholders, providing a wealth of attitudinal and behavioral information. Social media applications offer a very public platform for employees and stakeholders to personally engage with one another, essentially bringing them closer.

Along with the obvious marketing opportunities associated with social media, there are also many potentially potent risks to brand, employee and organization. Social media marketing and communication strategies provide significant anonymity to all users both inside and outside of the organization. This anonymity can provoke users to engage in online activities that are perilous to the organizations goals.

Social Media Risk is a training and information seminar on how marketers and risk managers can develop layers of oversight and indoctrinate behaviors that mitigate the risks of social media-based marketing and communication endeavors. Using case studies and strategy examples, attendees will take away an understanding of the dangerous nuances of social media, while also developing a strategic approach to the web 2.0 platform. Topical areas covered are:

- Social media as a marketing tool
- Risks to employees
- Risks to brand, product or reputation
- Social media risk mitigation practices

This course is designed for whole organizations that engage in internal or external social media practices. Employees organization-wide will benefit from gaining a better understanding the outcomes of their actions online.

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Social Media Risk

Gateway Management offers a full-service portfolio of resources including training, staffing and consulting to deliver innovative solutions for complex business issues. We believe that the business landscape is rapidly changing, and that innovative solutions will determine your organization's success moving forward. Gateway Management's mission is to help organizations achieve their goals through the utilization of talent and management expertise. Our solutions are customized to address the challenges of today's evolving marketplace.

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Online: www.gmi-solutions.com/registration

Fees:

- Online:** \$ 299
- Additional Attendee(s): \$ 99/ea.
- DVD:** \$ 399
- LMS:** \$ 999

Please call to inquire about LMS or Intranet licensing, or email Josh Powell at jpowell@gmi-solutions.com.

This course is also available for use on **smart phones** and **handheld** devices. Please inquire for more information.

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City	STATE	ZIP
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EMAIL		
<input type="radio"/> VISA	CARD NUMBER	EXPIRATION
<input type="radio"/> MASTERCARD		
<input type="radio"/> AMERICAN EXPRESS	NAME ON CARD	
<input type="radio"/> OTHER	BILLING ZIP CODE	CV2