

# ONLINE COACHING SESSIONS - SOCIAL MEDIA

## INITIAL CONSULTATION

This session is not coaching, but fact-finding. It is similar to a Training Needs Analysis for a group. We will ask you lots of questions, in an effort to determine which coaching sessions might be suitable for you, if any. We will listen to your thoughts and goals. We will produce a Recommendations Report, following the session, which we will email to you.

Following this, we will then proceed with the coaching session or sessions that are most suited to your needs.

## COACHING SESSIONS

Following an initial consultation and report, which gives us the opportunity to gauge your coaching needs, we will jump straight into one of the following practical sessions. The outlines for each session highlight some of the main areas we can cover.

Each session lasts one hour, though you can book additional slots of one hour, if you feel you need more assistance on any particular topic.

They are not intended to be comprehensive or rigid. Please feel free to ask for a tailored coaching session that covers other topics.

### COACHING SESSION 1: UNDERSTANDING SOCIAL MEDIA

What is social media? Why might I be interested in using it for my organisation? How can I keep control of our message and image? Is it secure? Do I need a social media policy before I begin? Which tools and sites would suit my organization?

### COACHING SESSION 2: GETTING STARTED WITH SOCIAL NETWORKING SITES

The best way is to get stuck right in. This session will help you to get set up with social networking accounts online.

### COACHING SESSION 3: CONTENT

Many people used to traditional marketing and networking simply do not know *what* to tweet, post, write and share online.

This session will guide you through the content areas of various profiles you'd like to explore. In addition, we will assist you to identify suitable resources and content for posting online in the future.

### COACHING SESSION 4: TWITTER

This session will answer the following types of questions and more, using demos:

- How do I tweet?
- How do I respond to someone who tweets at me? How do I send private messages?
- How do I include links? How do I tweet pictures?
- How often do I tweet? What do I tweet about?
- Can I schedule tweets? What about automated tweets?
- Can/should I integrate Twitter with my website, blog or other online profiles?
- Can I measure all this? Is it all a waste of time?

### COACHING SESSION 5: FACEBOOK PROFILES

This session will answer the following types of questions and more, using demos:

- What should be on my Facebook Profile? How do I manage tabs?
- How do I send and respond to messages on Facebook?
- I'd like to be able to add links, pictures and video – how do I do that?
- Can I limit what individuals see on my Facebook Profile?
- Should I keep two separate profiles, one for personal use and one for business?
- What applications might be of use to me there?
- Are there ways of automating things to limit the amount of time I need to spend?
- Should I integrate Facebook with anything else?
- What methods of measuring are available?

## COACHING SESSION 6: FACEBOOK PAGES

This session will answer the following types of questions and more, using demos:

- What should be on my Facebook Page
- How do I engage with customers and business contacts?
- What makes people become a Friend or Fan on Facebook?
- What applications might be of use to me there?
- Can I integrate, automate or measure anything there?

You should be very familiar with all the operations of Facebook Profiles before completing this session.

## COACHING SESSION 7: LINKEDIN

This session will answer the following types of questions and more, using demos:

- What is LinkedIn? How is it different from Facebook or any other social networking site?
- What should my profile look like?
- How can I send and respond to messages on LinkedIn? Can I post content on LinkedIn?
- How do I start or join a group on LinkedIn?
- Can I research potential business partners, associates, employees and employers on LinkedIn?
- How can I use it to highlight my expertise?

## COACHING SESSION 8: WRITING A SOCIAL MEDIA POLICY OR GUIDE

You should be familiar with Twitter, Facebook, LinkedIn, blogging and other Social Media tools, before completing this session. It helps greatly to know what you're dealing with and how it works in practice, before attempting to write a policy to guide others.

Alternatively, we can have a chat to you during this session, and then write it for you. The writing of the policy will be invoiced separately.

## COACHING SESSION 9: ANALYTICS

This session will introduce you to some of the free tools available for measuring the success of any social media marketing efforts in terms of building contacts, and how to record the results in terms of increased sales. This will help you to gauge whether it is a good use of your time.

It is advisable to leave looking at Analytics until you have been using social media for a few months, and then, not too often. Once per week is sufficient, to get an idea of how popular your pages, tweets and profiles are.

#### COACHING SESSION 10: GOING VIRAL

Social media is the perfect tool for spreading news about around the web.

- Learn some tips and tricks to let people know about you and your products and services.
- Become an efficient online marketer and networker. Work smarter, not harder.
- Get a firm grip on statistics.
- Never miss an opportunity!

#### COACHING SESSION 11: BLOGGING

A quick-fire overview and demonstration to illustrate what blogging is and how it can make you more visible online. If you want additional coaching sessions following this one, this can be arranged. We can help you get set up with a blog, your own website address (with email addresses) and advise or write the initial content.

If what you envisage is not covered here, please get in touch. These set sessions are simply a springboard to provide structure for sessions, and are in no way comprehensive or rigid.

If you'd prefer to have coaching in person, please contact us for details on 028 9043 6634 or by emailing [info@sensei-winbeforehand.co.uk](mailto:info@sensei-winbeforehand.co.uk). Alternatively, you can read our **1-1 Social Media Coaching** document for further details. (It will shortly be located on the same page as this document.)

Please note that in all these areas, Sensei Learning and Performance is happy to perform all these functions for you, including setting up profiles, writing and posting content, tweeting, posting links, pictures and videos, setting up, writing and maintaining blogs.

Please see our **Retainer Arrangement** document for further details – due to appear on our site soon.