



# TRINETIZEN MEDIA

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## CORPORATE SOCIAL MEDIA

*One-day or two-day training course for executives*

**“In the past you were what you owned.  
Now you are what you share,” Charles Leadbeater**

Do you know how to:

- engage customers through social media?
- use social media mobile apps effectively?
- draw positive coverage from online media?
- deal with negative publicity online?
- manage your online reputation?

The personal publishing phenomenon has empowered customers to share information about your products and services online.

Your brand and reputation can take a severe bashing if you choose to ignore these sophisticated, social media-savvy customers.

Take a proactive approach and try to understand and participate in the conversations that matter online on Facebook, Twitter, LinkedIn, Google+, YouTube and blogs.

Our customized course is built to meet the particular challenges of CEOs, managers, department heads and company spokespersons in learning about the best practices in Social Media.

- Target specific social media campaigns for your audience, brand advocates and constituents.
- Use new tools and apps to connect with prospects and generate leads on the web and on mobile platforms.
- Gain a deeper understanding of online engagement and reputation management.

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### GET SOCIAL MEDIA SAVVY:

- Overview of social media
- Understand the conversation media, online communities and reputation management
- Plan and execute a social media strategy
- Follow a step-by-step guide to set up a blog, Facebook, Twitter or Google+ account.
- Record video via smartphones and post online
- Examine successful social media case studies

### HOW TO:

- Use social media for communication internally and externally
- Make social media a customer relationship management tool
- Manage and moderate comments using a social media response flowchart
- Come up with creative ideas and tactics for posts, status updates and viral content
- Formulate a social media policy

### WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in media relations and training for the technology and media industries.

Our trainers are former journalists who consistently conduct in-house workshops for the media including The Star and Bernama as well as public workshops on Effective Media Relations and Investor Relations.

They have trained executives from AMD, Celcom, Chevron, ExxonMobil, Golden Screen Cinemas, Maxis Communications, Maybank, Motorola Malaysia, Public Mutual, Penang Seagate Industries and Telekom Malaysia, among others.