

NAFCD

Social Media Boot Camp for Executives



Research shows...

Those firms whose top executives embrace social media will have the most effective social media strategies and best ROI.

Target Audience: Executives and senior managers within NAFCD distributor and manufacturer member firms with varying levels of knowledge of social media

Format:

- ◇ High-touch, personalized one-on-one coaching over 8 weeks
- ◇ Weekly “check points” with social media coach lasting less than an hour
- ◇ Regular instruction and suggested tasks while in constant communication with your coach
- ◇ Complete schedule flexibility – customized around your schedule

Take-Aways & Benefits:

- ◇ Stronger personal profiles
- ◇ Enhanced connections (breadth & depth)
- ◇ Increased comfort in sharing content
- ◇ Improved social authority
- ◇ Amplified messages
- ◇ Enhanced brand awareness
- ◇ New ways to engage with your employees, suppliers, customers, industry influencers
- ◇ Answers to how to justify the time and effort
- ◇ More sales leads
- ◇ Knowledge on how to measure the ROI

Hear what alumni have to say:

"Participating in this 8-week course was a valuable learning experience. Social Media Boot Camp is a great resource for executives and managers who want to learn how to communicate their company's brand message to potential employees, customers, suppliers and other stakeholders. It provided the accountability and coaching I needed to develop a strategy to leverage the benefits of social media in our business."

- David Powell, Marketing Director / IT Director, Erickson's Flooring & Supply Co, Inc.

"The boot camp course really opened my eyes to the opportunities that exist through social media channels. The one-on-one training was tremendous and the fact that my coach was willing to work around my schedule made it that much better. Trust me; it's worth your time!"

—Heidi Cronin Mandell, President, The Cronin Company

Session Details

Timing: Eight consecutive weeks – ability to start the boot camp at any time during the year.

Cost: \$1100

Registration: Visit <https://bcc.profitecture.com/register/index/login/classcode/86> for registration information.

Sessions

Topics covered in the 8 week course include:

Week 1 Start up: What is Social Authority? How do you build it? What are people saying about you and your team?

Week 2 Show up: Who are you? What does your profile say about you?

Week 3 Hook up: To whom do I connect? Does it matter?

Week 4 Step up: Engage. Share. What to say. How to say it.

Week 5 Face up: What are the rules of engagement? Are there specific protocols for sharing?

Week 6 Stand up: Contribute. How to share your expertise.

Week 7 Turn it up: Forming the habit. What are the tools for integrating into my workday?

Week 8 Measure up: What metrics will you use to assess your performance? What is available to track and report?

Training Partner

Profitecture helps organizations of all sizes achieve the full potential of social media by activating employees, executives and partners with orchestrated training programs. They have coached individuals and teams from over 2,300 companies to build social authority that pays off in peer recommendations, customer engagement and repeat business. Their unique methodology and personal trainers have helped leading companies turn social media into an edge that drives business growth, cultivates loyalty and energizes advocates and influencers.