



# NTT DATA

NTT DATA welcomed Dell Services into the family in 2016. Together, we offer one of the industry's most comprehensive services portfolios designed to modernize business and technology to deliver the outcomes that matter most to our clients.

## Maximize Your Social Media Efforts at Any Experience Level

Social Media Workshops by NTT DATA

**NTT DATA Services**  
formerly Dell Services

Regardless of the stage you are in with your social media efforts, knowing where to begin or what to consider can be daunting. NTT DATA Services has years of social media experience and can remove the guesswork, helping to advance your overall understanding and participation of social media practices. Social Media Workshops by NTT DATA are rich and interactive facilitated work sessions, guiding you through the complex and ever-changing social media environment.

Each workshop is customized to your specific corporate or industry needs, creating an agenda to match your current social media initiatives. NTT DATA subject matter experts will share their knowledge, experience and open leadership to encourage a deeper understanding and application of social media. With each of these hands-on, facilitated workshops, you'll leave with clear outcomes that apply to your own corporate culture. Workshops take anywhere from four hours to three days to complete, depending on an organization's specific needs, and usually take place at the client's site.

**NTT DATA Digital Business Services** uses the power of analytics, mobile, social and cloud to help clients adopt a digital-first approach.

## Get answers to the most frequently asked social media questions.

As social media is used in so many aspects of business, it is natural that questions may arise. Our best practice workshops are designed to address any questions executives might have as you begin or evolve your social media initiatives, including:

- Should we have a dedicated social media team?
- Which social media channels would be most relevant for our business?
- What do customers say about us?
- Where do we start and what tools should we use?
- Who are our influencers?
- How do we take back control of our brand image in social media?
- How do we grow a social community?
- How do we manage the inflow of information?
- How do we identify and measure key social media metrics?
- How do we scale our social media efforts?
- How do we create an employee activation training program?
- What is the role of governance, policies and procedures, and how do they help mitigate legal risks?
- Are there standard processes we should follow?



### What you can expect:

There are a few different ways to utilize our training expertise. We can help you create an employee training program or develop social media courses using NTT DATA intellectual property (IP). You can also choose whether you want us to deliver the training or teach your trainers to deliver the workshops themselves.

No matter which method you choose, we do the legwork for you to tailor workshops to your exacting standards and specific business needs. Here is the basic process:

- You select the workshop(s) and request date(s) of delivery.
- The training team will conduct a needs analysis to aid in customizing your workshop(s).
- A proposed training outline will be developed and presented to you for approval.
- With an approved outline, the training team will develop your workshop(s).
- Presentations will go through two rounds of review prior to the formal delivery.
- All instructor-led courses include handouts and/or workbooks for participants.



## Organizational leadership courses

### Social Leadership for Executives

If your organization is to be successful in becoming a social business, it will need the buy-in and support of all employees, especially your executives. Often executives need convincing that building and implementing a social media program is worth the effort, and that the effort outweighs any potential risks.

This facilitated session goes right to the heart of your executives' concerns by giving them a thorough understanding of the benefits and challenges of using social media for business. We'll provide practical insights and solutions to help executives become your organization's top social leaders and advocates.

#### Executives participating in this workshop will be able to:

- Gain a greater appreciation for the value social media can bring to the organization
- Advocate for the use of social media as a strategy to help achieve overall business goals
- Learn ways in which social media can be used to build brand awareness and loyalty, increase consumer engagement and protect the company's reputation
- Understand the positive and negative aspects of engaging in social media and ways to mitigate risks
- Understand the importance of using social media to amplify thought leadership within their company and industry

#### Who should attend?

This workshop is designed for executives, legal, human resources, division leads and other leaders responsible for organizational direction and strategic planning.

### Building Your Executive Social Persona

How effective are your executives in representing themselves and your organization in social media? Only your executives can truly manage their social personas. As more and more companies are using social media, it is imperative for executives to take control of their online personas by positioning themselves as thought leaders. They must brand themselves or risk being branded by others.

In this workshop, executives will be guided through a simple process to define and develop their personal brand and outline a content strategy to support it. Our approach helps executives garner industry influence and trust that benefits them and the organization.

#### Executives participating in this workshop will be able to:

- Define and apply the four elements that make up their social personas
- Establish themselves as subject matter experts and thought leaders
- Execute a simplified content strategy to connect, engage and spread their influence
- Deliver value and garner greater influence with followers and influencers
- Enhance their LinkedIn profiles
- Manage their online presence

#### Who should attend?

This workshop is designed for executives, legal, human resources, division leads and other leaders responsible for organizational direction and strategic planning.



## Employee advocacy courses

### How to Build a Social Media Training Program

Many companies are learning they can quickly scale their social media efforts and expand their reach by empowering employees to become social media advocates. We believe this requires a comprehensive training program that involves the input and participation of multiple departments to ensure employees are equipped to succeed on behalf of the company.

At NTT DATA, we learned the quickest way to implement and scale social media efforts was to harness the power of our workforce. Training is essential to instill confidence in employees, but achieving this requires more than the creation of a course — you need a well-designed, comprehensive social media program.

This workshop takes you through each critical training program component, including establishing program goals and use cases; identifying risks specific to your business and industry and learning how to mitigate them; establishing a governance process; determining course curriculum, program deployment and communication plan development; and implementing your program.

#### Participants taking this course will be able to:

- Create an integrated social media program to help employees become social advocates for the company
- Determine governance and operational requirements to mitigate risks
- Define levels of engagement for social media users
- Create a curriculum map for future training
- Learn new ways to maintain employee enthusiasm and momentum as social media advocates

#### Who should attend?

This workshop is designed for social media, marketing, communications, training, legal and human resources professionals who are directly impacted by social media training and/or its deployment.

### How to Create a Social Media Training Course

In the social media world, everything moves fast. For your social media training to be timely and relevant, it needs to be developed and deployed quickly. Traditional course development is too slow; it can take months to create, and by the time it's completed, things on the social media landscape have often changed.

However, with NTT DATA training IP and a rapid-fire approach to course creation, we can help you reduce the time to develop training from months to weeks.

In this highly interactive workshop, an NTT DATA facilitator will work alongside your team to combine our IP with your concepts, ideas, video suggestions and related content, resulting in the creation of a wireframe deck your company can brand and deploy for training.

This offer may be repeated separately for as many course topics as you'd like to develop.

#### Who should attend?

Depending on the course(s) selected, each workshop is designed for training, social media, human resources and legal professionals who have a vested interest in the development and deployment of social media training.

Various topics you can select are noted on the following page.

### Foundational

With these courses, you'll gain essential social media knowledge, including:

- **Guiding Principles:** Learn to direct employee participation and mitigate risks by identifying and defining core principles aligned to your social media policy
- **Get Started in Social Media:** Learn to develop an effective strategy and choose platforms
- **Protecting Your Brand:** Learn to support and protect your brand on social media platforms

### Platform-based

Through these courses, you'll learn best practices — plus the basics for managing, contributing and engaging within each platform. Additionally, you'll learn:

- **Building Relationships via Facebook:** Taxonomy and creative guidelines
- **Building Relationships via Twitter:** Communications strategies and creative guidelines
- **Building Relationships via LinkedIn:** Communications strategies and creative guidelines
- **Building Relationships via Google Plus:** Individual and corporate strategies

### Skill-enhancing

Elevate what you already know about social media with this host of offerings, including:

- **Blogging 101:** Learn the benefits, various roles/responsibilities plus strategy development
- **Blogger Relations:** Learn to identify and build relationships that increase brand awareness
- **Training Ambassador Program:** Learn to train employees on various social media topics, enabling them to train their peers
- **Getting Social with Public Relations:** Learn how to integrate social media into communications plans, plus get tips and resources on getting started
- **Social Media Writing:** Learn best practices for writing engaging, searchable and professional content on behalf of your brand
- **Integrating Social Media into Campaigns:** Learn how to include social media into marketing campaigns and measure for effectiveness

### Social Media Employee Activation

Your employees can be your best advocates in social media if you train them, trust them and empower them to use social media effectively. An important part of empowering employees is to ensure the culture is receptive — that it contains committed adopters, from frontline employees to executives, who are open to the concept and process of creating a social workforce.

Our experience has taught us that it takes an infrastructure built around executive acceptance and leadership, managerial trust, integration of business goals, effective and consistent communication and relevant training to build a social workforce to accomplish strategic business goals. Yes, social media can transform your business, but your business must be willing to transform and empower its employees first.

### Participants taking this course will be able to:

- Understand the benefits and challenges of creating a social workforce
- Learn how employee activation humanizes the brand and builds trust
- Assess the depth of organizational change needed to sustain an employee activation program
- Decide whether to launch an employee activation program as a pilot or full-fledged program
- Determine who will be empowered as social advocates and how they will be onboarded
- Discover ways to measure and monitor employee effectiveness against identified business goals

### Who should attend?

This workshop is designed for department heads, managers, team leads and other professionals who are responsible for leading a social workforce.



## Listening and insight courses

### Listening 101: Plan Your Social Listening Strategy

If you're preparing to engage in social media, you'll want to know what listening is, why it is important to your organization and how to do it effectively. Everything you do in social media should have a purpose, and listening is no different. Every listening activity you perform should link back to your overall business goals and objectives; otherwise, there is no need to do it.

The outcome you desire determines your course of action. Listening can help your organization protect its brand, gauge customer sentiment, identify influencers, monitor the competition and gather intelligence to help inform business decisions.

Your customers are on social media talking about your brand. Do you know what they are saying? Your competitors are monitoring those same conversations — and you need to tune in as well to find out what they're learning.

This workshop provides an overview of the key components necessary to create a social listening strategy, including strategic alignment with overall business goals.

#### Participants taking this course will be able to:

- Understand what social listening is and how it is used
- Know why they should be listening and what the implications are for not doing so
- Identify outcomes they want to accomplish through listening
- Understand what's necessary to make listening actionable

#### Who should attend?

This workshop is designed for professionals responsible for building and/or maintaining a social media listening strategy and individuals who use social media data to inform business decisions.

### Listening 201: Equip Your Social Listening Strategy: People, Processes, Tools

Although it takes many pieces operating in tandem to create a high-functioning, results-oriented social media program, listening is the foundation of any effective program. Picking up where Listening 101 left off, this course will walk you through the three major considerations for equipping your listening strategy — people, processes and tools.

Activities during the workshop are tailored to your current level of social media listening and may include assessing the effectiveness of your current efforts as well as developing keywords and topic profiles for more productive data collection.

#### Participants taking this course will be able to:

- Identify the roles and responsibilities for the people who will be listening on behalf of the company
- Understand what governance is needed to manage the listening function
- Monitor discussions of your company's brand
- Identify the tools needed to attain listening goals now and in the future

#### Who should attend?

This workshop is designed for professionals responsible for building and/or maintaining a social media listening strategy and individuals who use social data to inform business decisions.



## Listening and insight courses — continued

### Listening 301: Social Media Measurement

Social proof: that's what most executives and managers want to see from social media efforts — and rightfully so. Who doesn't want to know if their social media outreach efforts are successful? The ultimate question is, "How do you go about finding out?"

There are a host of things you can measure, but it's always best to measure the metrics that matter. Knowing how much share of voice your company has compared to the competition or the level of sentiment customers have for your business are good metrics to know. But what about customer service cost savings, a targeted content strategy, repeat customers, lead generation or increased sales?

Your company and the departments within it need to identify the metrics that will help reach your business goals and then determine the measurement strategies to realize those goals. That is what this workshop will walk you through.

#### Participants taking this course will be able to:

- Understand why social media measurement is important to their business
- Identify the right metrics to measure to reach business goals
- Learn how to set up a social media measurement strategy to monitor, assess and refine success metrics

#### Who should attend?

This workshop is designed for directors, managers and other professionals who need to know how to identify and monitor success metrics that are strategically linked to desired business outcomes.

### Listening 401: Leveraging Social Intelligence

Once you've developed your listening strategy and equipped it with the right people, processes and tools, it's time to put the strategy to work and begin to mine the data coming from a multitude of customer, consumer and competitor conversations.

Gathering insights from relevant conversations will better equip you to reach, engage and support your target audience and improve your bottom line. But before your company can benefit from these conversations, you will need to do the following:

- Determine what information is important to your business
- Listen, gather and interpret the data
- Leverage the data into actions that meet business goals

#### Participants taking this course will be able to:

- Identify relevant conversations that impact the business
- Read social data to recognize trends, opportunities and challenges
- Use social intelligence to identify key insights that can lead to actionable, goal-oriented results
- Integrate social data into other types of business data

#### Who should attend?

This workshop is designed for directors, managers and other professionals who need to know how to mine, interpret and use social data to make informed and strategic business decisions.



## Strategy-building courses

### How to Build a Social Community

You can build a strong business by building a strong social media community, turning your audience into advocates. Give people a venue to connect with others, help them find solutions to problems, open doors that enable them to share their knowledge or simply listen to learn.

The fact is: technology changes, but humans don't. We innately desire to connect with others, and by having a social media presence, connecting can now be done on a global scale. This workshop will teach you how to build a robust and vibrant social community that supports your business goals while meeting the needs of your customers and followers.

#### Participants taking this course will be able to:

- Learn what a social media community is
- Determine what tools, time and resources are needed to launch and maintain an active community
- Discover what can be done to ensure the community remains engaged and grows
- Learn the role content plays in promoting and engaging the community
- Gain insight into the roles and responsibilities of community management
- Learn how to measure the impact and effectiveness of a community

#### Who should attend?

This workshop is designed for community managers, social media team members and any professionals responsible for building, growing and maintaining a social media community for their organization.

### How to Develop a Social Content Strategy

There are several components to building an effective social media program. Having a well-thought-out and executable social content strategy is one of them. If done well, a content strategy can increase brand awareness, engage customers and influencers, generate leads and drive sales.

In fact, by the time consumers actually contact someone in sales, they have already completed most of their purchasing journey through social media and search. Are you publishing and placing compelling content in the right places and at the right frequency to get their attention?

#### Participants taking this course will be able to:

- Determine social content strategy goals
- Define their target audience persona
- Map content to customer buying cycle
- Determine content to be created and map it to an editorial calendar
- Develop a content distribution strategy
- Measure the success of your social content strategy

#### Who should attend?

This workshop is designed for social media marketers, community managers, social media leads and team members who are responsible for creating and delivering social media content.



## Strategy-building courses — continued

### How to Build a Social Media Marketing Program

Your customers are on social media searching for information and solutions to their problems. Are you positioned to provide them answers? At the same time, your competition is using social media marketing to connect with customers (potentially yours), raise brand awareness, generate leads and drive sales. And you need to engage in social media marketing to keep up.

Social media marketing is not just another fancy tool to pull out of a marketing treasure trove and use when needed. And it is not an activity with a start and stop date. It is an ongoing process designed to build relationships and gather key insights to enhance business operations and outcomes. This workshop will walk you through the five social strategies that make up a social media program.

#### Participants taking this course will be able to:

- Navigate the “social circle” process to build a social media program
- Establish clear objectives and success metrics
- Learn which social media platforms and listening tools can help accomplish objectives
- Improve engagement by nurturing followers, fans and advocates
- Develop a content strategy to stay relevant and top of mind with consumers and business partners
- Determine strategy effectiveness by measuring outcomes against objectives

#### Who should attend?

This workshop is designed for social media marketers, community managers, social media leads and team members who are responsible for developing and managing various strategies that make up a social media program.

### How to Build a Social Customer Service Program

Consumers are changing how they communicate in their daily lives and are increasingly using social media to reach out to family, fans and brands. Likewise, and more specifically, your customers are turning to social media to have their questions answered and their problems solved. Does your company have a customer service team in place to address customers’ concerns and needs over social media platforms?

#### Participants taking this course will be able to:

- Define and build the case for social customer service
- Understand how social customer service is different than traditional forms of customer service
- Discover what goes into building a proactive and effective social customer service program, including:
  - Assembling the team
  - Engagement
  - Processes
  - Resolution
  - Listening
  - Learn the ideal metrics to track
- Discover the return on investment social customer service provides

#### Who should attend?

This workshop is designed for social customer service managers and other social media professionals who are responsible for building, developing and managing a social customer service team and program.

## Strategy-building courses — continued

### How to Build a Social Influencer Program

Who are the movers and shakers in social media that influence your target audience? More than likely, these are the same people your organization should be following in the hopes of trying to build mutually beneficial relationships. Why? Because they can help you extend your brand's reach and garner more traffic, leads and sales.

But identifying who they are is just the tip of the iceberg. There is much more to the process if you are going to build an effective social media influencer program. Building an influencer program is an investment in time, people and resources, but the reward (when done right) can result in positive sentiment, increased sales and a larger, loyal audience that supports and advocates for you. This workshop will help you create such a program.

#### Participants taking this course will be able to:

- Establish a criteria for who should be considered an influencer
- Learn about the tools that enable them to research and monitor potential influencers
- Develop a prioritized list of influencers to follow
- Create a strategy for attracting and engaging with influencers
- Understand the do's and don'ts for contacting influencers
- Determine if the relationship should be free or paid and what, if any, disclosures are needed
- Measure the success of each influencer collaboration

#### Who should attend?

This workshop is designed for social media marketers, community managers, social media leads and team members who are responsible for creating and maintaining mutually beneficial influencer relationships.

Visit [nttdataservices.com](http://nttdataservices.com) to learn more.

NTT DATA partners with clients to navigate the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. We're a top 10 global IT services and consulting provider that wraps deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.