

Using Social Media for Internal Communications: Execs Outline Best Policies and Practices for PR in the Web 2.0 Era

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1PM EDT: NOON CDT:

11AM MDT: 10AM PDT

\$299 PER DIAL-IN SITE*

(UNLIMITED ATTENDANCE PER DIAL-IN SITE)

Communicators in today's economy must do more than tap social media to build brand and buzz externally. That's because 2009 is the time to cut costs, boost productivity, maximize value and even ensure greater employee satisfaction amid uncertainty. But how do tools like Facebook and LinkedIn help—or hinder—employee communications in an era where there are no more gatekeepers of information? How does internal or employee social media usage impact PR, IR, HR, IT and even Legal? How can these platforms be customized to your needs? How are today's tech-savvy companies using YouTube, wikis, podcasts, Intranets, employee blogs and other Web 2.0 channels to foster and drive employee engagement? How can Twitter and other micro-blogging platforms help teams manage events or handle real-time logistics more effectively? And what are the country's top companies doing to encourage and enable staff to engage in social media in the most productive, responsible and even Reg FD-compliant manner? Learn the answers to these questions and more when PR University convenes this exclusive panel tasked with sharing their hard-won lessons for using social media internally in today's rapidly changing workplace. In just 90 information-packed minutes, you'll discover how to create an internal social media strategy and craft a better social media policy for your organization, as well as how to build a presence on popular social networking platforms for your staff and internal brand ambassadors. What's more, you and your team will review case studies and learn best practices of successful internal communications programs using these channels today—and discover techniques for measuring the value of your internal communications initiatives that use these engaging tools. If you've been thinking about incorporating social media into your internal operations—whether you're in PR, IR, HR, IT or even Legal—then this is one call you and your team can't afford to miss.

FEATURING:

Alan Brakoniecki, Assistant Director, Employee Communications, Eastman Kodak

Craig Ransom, Director, Corporate Communications, Scottrade

Dan Shaw, Vice President, Edelman

Steve Cody, Managing Partner, Co-Founder, Peppercom

MODERATOR: Brian Pittman, Director of Content, Bulldog Reporter's PR University

WHAT YOU'LL LEARN:

- ✓ The *new opportunities* each social network or micro-blogging channel creates for internal and employee communications
- ✓ Best Practices & Case Studies: Examples you can take to management to show how social media can help cut costs, boost productivity and employee satisfaction—plus real-life techniques of successful internal communications programs using Web 2.0
- ✓ Strategic Planning: *Key questions* every communications team must ask—and answer—before you launch an employee social network, internal blog or other effort
- ✓ Superior Social Media Policies: Templates and tips to help build a policy tailored to your organizational culture
- ✓ Today's Social Media Toolbox: Tips for setting up internal wikis, Facebooks, LinkedIn, YouTube and other applications—plus new ideas for implementing employee blogging, podcasts and even micro-blogging apps like Twitter and Yammer
- ✓ Rules of Engagement: How to post frequent status updates, Tweets or other social media communiqués to staff and business partners—plus proven ways to encourage and measure employee engagement in your social media program
- ✓ Essential Resources: The talent, technologies and time you must have on hand to ensure success
- ✓ Cost-cutting tips for incorporating social media into your employee communications
- ✓ New ideas to *supercharge existing internal communications vehicles* like Intranets and company videos
- ✓ Web 2.0 Pitfalls: Security and privacy issues to be aware of ... plus warnings from other brands that blew it big time
- ✓ How to integrate each of these channels with each other—and with your organization's other PR efforts
- ✓ Web 2.0 measurement and Metrics: How to measure the value of your social media-friendly employee communications program and *prove it to management*



TO REGISTER, CALL 1-800-959-1059

Using Social Media for Internal Communications: Execs Outline Best Policies and Practices for PR in the Web 2.0 Era

YOUR AUDIO CONFERENCE REGISTRATION ENTITLES YOU TO:

- A site license to attend the 90-minute conference (and invite as many people as you can fit around your speakerphone, at no extra charge)
- PR University's conference manual, which includes up-to-the-minute, verified contact information and background on the panel, plus additional value-added articles from the archives of *Bulldog Reporter*
- A full transcript, emailed to you soon after the conference
- The opportunity to connect with any or all of the speakers during the audience Q&A and *practice pitch session*

PRSA ACCREDITATION:

- PRSA APR Accreditation Maintenance Credits Approved: 1.0.
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WHAT IS AN AUDIO CONFERENCE?

It's much like a large conference call or a radio show (without the static) in which you can participate—by calling in questions or emailing them to the moderator.

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WHO WILL BE PARTICIPATING?



Alan Brakoniecki is assistant director of employee communications for Eastman Kodak. Alan has 33 years of communications experience at Kodak including corporate employee communications, corporate media relations and business unit communications. His current responsibilities include managing the company's corporate employee intranet site and managing all other electronic corporate communications channels used for reaching employees and supervisors/managers globally. He also oversees the company's communications strategy development on issues impacting employees while acting as Kodak's media relations spokesperson on benefits and other HR issues.



Craig Ransom is the director of corporate communication for Scottrade, Inc., a leading branch-supported online investment firm based in St. Louis, Mo. He has more than 10 years of experience at Scottrade serving in a variety of roles, from a broker in the firm's national service center to branch manager of the West St. Louis County branch office. At Scottrade, Craig oversees a team of associates who execute Scottrade's internal and external communication planning, policies and procedures. Internal Communication began using video in 2006 with a monthly message from Scottrade's CEO. With the assistance of their own internal multimedia team, Scottrade now uses internal video for communication ranging from informational (messages from executives, HR initiatives) to fun (corporate contests and events, internal marketing).



Dan Shaw is vice president at Edelman, and he has more than twelve years experience developing and managing a broad range of consumer marketing, internal communications, corporate positioning/branding, social marketing and issues management campaigns. Dan currently oversees North American retail public relations programs for Shell Oil Company. In this role, he is responsible for developing measurable media relations and stakeholder engagement programs in support of the full Shell gasoline product and payment portfolios. Most recently, Dan provided counsel and assisted with oversight of employee communications and leadership positioning programs for eBay, Inc. Previous to that, he directed a comprehensive internal communications audit for the J. Paul Getty Trust and served on the organization's executive leadership advisory committee for employee communications. Dan also helped develop a comprehensive internal communications campaign for Hewlett Packard following its merger with Compaq and managed internal executive and physician communications as part of his work for DaVita At Home, a division of DaVita, Inc., the largest independent provider of dialysis services in the country.



Steve Cody, in his role as managing partner and co-founder of Peppercom, is responsible for overall agency direction and management, new business development, new product development and agency marketing. Since founding the agency in 1995, he has been instrumental in Peppercom's rise from a two-person start-up to its current position as one of the nation's best known mid-sized strategic communications firms. Along with strategic consultant Dr. Richard Harte, Steve has written a book on Pain-based Selling, "What's Keeping Your Customers Up at Night?" published by McGraw-Hill. He was also one of the CEOs featured in Donald Trump's book "Trump: The Way to the Top." Over the past 14 years, he has directed Peppercom's rapid evolution into one of the country's hottest mid-sized agencies. In naming Steve an Agency All-Star, *Inside PR* said of him, "Cody has pioneered the concept of partnering, developing programs for clients that not only create breakthrough publicity but bottom-line revenue as well." More recently, Steve has spearheaded the development of Peppercom's 'Pain-based Selling' service offering, which connects clients to their customers in totally new ways.

MODERATOR



Brian Pittman is director of content for Bulldog Reporter and Bulldog Reporter's PR University. Editorially, he oversees all Bulldog Reporter print newsletter and online content, and files weekly "Thought Leader" and "Journalist Speak Out" features for the Daily 'Dog website, with a readership of over 40,000 PR practitioners and communicators worldwide. He leads 60+ live audio conferences per year as moderator for PR University, widely recognized as the premier industry source of *real world PR* training.