



TRINETIZEN MEDIA

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CORPORATE SOCIAL MEDIA

One-day or two-day training course for executives

Do you know how to:

- engage customers through social media?
- use social media apps effectively?
- draw positive coverage from online media?
- deal with negative publicity from blogs?

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 customers.

Take a proactive approach and try to understand and participate in the conversations that matter online on Facebook, Twitter, LinkedIn, 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 net-savvy audience. Use the new tools to connect with customers and prospects and generate leads on the web. Get a deeper understanding of online engagement.

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

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GET SOCIAL MEDIA SAVVY:

- Overview of social media
- Understand the conversation media and online community engagement
- Plan and execute a social media strategy
- Step-by-step guide to set up a corporate blog, Facebook or Twitter account
- Record video and post online
- Successful social media case studies

HOW TO:

- Use social media for communication internally and externally
- Make your blog a knowledge management tool.
- Manage and moderate comments
- Come up with ideas for blog posts, regular podcasts and social media marketing tactics
- Formulate a social media policy

WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in news writing, 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, ExxonMobil Malaysia, Golden Screen Cinemas, Guthrie Group, ING Insurance, Kulim Technology Park Corp, Maxis Communications, Maybank, Motorola Malaysia, Public Mutual, Penang Seagate Industries and Telekom Malaysia, among others.