

## Social Media for Business

Time	Event
9:30 - 10:00 AM	Registration and check in
10:00 - 10:15 AM	Welcome - Introductions by All
10:15 AM - 11:30 AM	<p><b>Lecture: Social Media for Business Fundamentals</b></p> <ul style="list-style-type: none"> <li>• What is social media and what is not</li> <li>• Who are you in the social media space? (Content creator, marketer, analyst)</li> <li>• Design thinking for social media - solution focused and action oriented campaigns. (Content creator, marketer, analyst)</li> <li>• Saying the right things at the right channels to the right audience</li> <li>• Finding the right channels where your audience is hanging out</li> <li>• How to be consistent in your branding and social media</li> <li>• Instagram, Facebook, and Twitter - when to go beyond those channels</li> <li>• What is social media ROI - return on investment</li> </ul> <p>Speaker: Robert Cristobal, Frame316 and TechTalks.ph</p>
11:30 - 12:00 PM	Q&A
12:00 - 12:30 PM	<p><b>Best Practices on Social Media Posts</b></p> <p>Facebook, Twitter, and Instagram Example of social media campaigns in Cebu and Singapore</p> <p>Speaker: Robert Cristobal, Frame316 and TechTalks.ph</p>
12:30 - 1:00 PM	Lunch
1:00 - 1:30 PM	<p><b>Social Media Advertising</b></p> <p><b>Facebook</b> Basics and step-by-step guide: Choosing an objective, targeting, budgeting, creative</p> <p>Speaker: Fleire Castro, Third Team Media</p>
1:30 - 2:00 PM	<p><b>Instagram</b> Basics and step-by-step guide</p> <p>Speaker: Kareen Satorre, TechTalks.ph</p>

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	<p><b>Twitter</b> Basics and step-by-step guide</p> <p>Speaker: Kareen Satorre, TechTalks.ph</p>
2:00 - 2:15 PM	Q&A/Break
2:15 - 2:30 PM	<p><b>Social Media and Public Relations (PR)</b></p> <p>Basics of Public Relations Traditional media and Digital Channels Social Media as part of PR campaign</p> <p>Speaker: Doris Mongaya and Sheila Pagulayan, PRWorks VisMin</p>
2:30 - 2:45 PM	<p><b>Crisis Management</b> <b>When someone attacks your business online.</b></p> <ul style="list-style-type: none"> <li>• Best practices</li> <li>• Training yourself and your staff; Crisis planning; Mitigating Risk, Proper Communication Channels; Professional Support</li> </ul> <p>Speaker: Doris Mongaya and Sheila Pagulayan, PRWorks VisMin</p>
2:45 - 3:00 PM	Q&A
3:00 - 3:30 PM	Break
3:30 - 5:30 PM	<p><b>Workshop: Building Your Social Media Business Space</b> <b>(1 hour lecture; 1 hour hands-on + Q&amp;A)</b></p> <p>Facebook page vs. Facebook account #Hashtags done right The golden rule in Social Media tagging Social media content calendar Social media lead generation Types of social media content and their sources</p> <p>Speaker: Robert Cristobal, Frame316 and TechTalks.ph</p>
5:30 - 6:00 PM	Summary and Recap

**Other Digital Marketing Workshops this November**

- **November 12 - Digital Marketing on a Budget\***
- **December 1-2 - Advanced Content Marketing**
- **December 3 - Social Media for Business**

Details: <http://www.techtalks.ph/digital-marketing-festival/>

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