



Professional Diploma in Social Media: Strategy and Management (Digital Leadership)

Become a Social Media/Digital Leader

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The social media and digital revolutions present major opportunities (but also threats) to companies and organisations of all sizes and across all sectors. While many have responded by setting up social media channels (e.g. Facebook, Twitter, LinkedIn etc.), few have developed an integrated and coordinated social media strategy for building sustained growth and competitiveness.

The need for organisations to move from an ‘experimental’ stage to a much deeper level of social media engagement is now widely accepted. Indeed, many observers are already arguing that ‘being social’, on its own, is not enough. To remain competitive, complete Digital Business Transformation is required.

While the need for digital change is widely accepted, recent reports highlight major skills shortages in this area. A 2013 survey by Cap Gemini Consulting and the MIT Center for Digital Business found that missing digital/social media skills were the key hurdle to digital transformation in 77% of the companies surveyed, (‘The Digital Talent Gap: Developing Skills for Today’s Digital Organizations, 2013’). A 2014 report by Forrester Research highlighted a ‘digital execution crisis’ with *‘many executives reporting that their firms are woefully unprepared to deal with the digital (and social media) onslaught’* – <http://www.infoworld.com/t/it-strategy/forrester-businesses-having-trouble-getting-the-digital-times-241997>.

Similar findings have been reported by IBM, Accenture and others.

Successful digital led change requires the full support of CEOs to drive investment priorities. However, few CEOs fully understand digital or social. A new breed of senior executive is required - Digital Business Leaders - executives who can combine high level business knowledge, experience and understanding with the ability to develop social media/digital transformation strategies fully aligned with and supportive of agreed business goals and objectives. Executives with the personal skills and confidence to drive digital led organisational change.

About the Course

The Professional Diploma develops future digital leaders by disseminating ‘best practice’ advice covering the planning, implementation and proactive management of effective social media and digital change strategies for building sustained customer and competitive advantage.

A 'business first' approach is adopted ensuring that the social media/digital actions and initiatives you implement are fully aligned with and supportive of core business goals and objectives. A key focus is the use of agreed KPIs (Key Performance Indicators) and targets to measure on-going social media/digital performance and business impact.

The programme is highly suitable for the following individuals:

- CEOs and senior executives tasked with the responsibility for creating responsive organisations in an era of turbulent digital change
- Business owners wishing to exploit the full potential of social media and digital technologies for achieving sustained growth and competitiveness
- Middle managers responsible for developing and implementing agreed Social Media/Digital Strategies and Action Plans
- Junior managers and recent graduates wishing to develop careers as Social Media Managers/Digital Leaders
- Those already working in digital and social media requiring a professional qualification

Endorsement

The Diploma is endorsed (subject to final approval) by Strathclyde Business School (SBS), an internationally renowned academic organisation that '*shapes and develops the business minds of tomorrow*'. SBS is a triple accredited business school, holding accreditation from the three main international bodies AMBA, AACSB and Equis (www.strath.ac.uk/business/aboutus).

Course Outline

The Course is structured around 6 key topics critical to social media and digital success:

- Understanding the Social Media and Digital Revolutions
- Social Media/Digital Strategy Development
- Strategy Implementation 1: Effective Social Media Channel Management
- Strategy Implementation 2: Managing Digital Transformation
- Delivering Social Customer Service excellence
- Measuring Performance and Business Impact

These are discussed in more detail in the Course Outline, Appendix 1.

Given the dynamic pace of change in this area, the Diploma will be fully supported by a 'Future Digital Leaders' Online Community ensuring that course content is updated on a regular basis.

You will continue to have on-going access to the updated online material following successful completion of the programme.

Course Aims and Learning Outcomes

The Professional Diploma in Social Media (Digital Leadership) will equip participants with the conceptual knowledge and practical skills required for developing, implementing and proactively managing a successful Social Media/Digital Transformation Strategy for their own organisation, or organisation of their own choice.

Subject specific knowledge and skills:

On completion of the programme, participants will have developed a detailed knowledge and understanding of the:

- Opportunities and threats presented by the social media and digital revolutions, especially the growing empowerment of customers
- Key issues involved in developing effective social media and digital transformation strategies
- Key steps involved in successful strategy implementation and management
- Growing importance of delivering social customer service excellence
- Tools available for measuring social media/digital performance and business impact
- The complex organisation, people and resource issues critical to social media and digital transformation success
- Practical case examples of social media and digital transformation in action
- Towards the future e.g. Big Data and the Internet of Things

Cognitive abilities and practical skills:

On completion of the programme, participants will have developed practical skills in the following areas:

- Undertake a social media and digital landscape analysis/internal audit for their organisation or organisation of their own choice
- Set up a social media/digital listening system
- Develop an agreed social media/digital strategy for their organisation
- Agree the core business objectives, goals and targets to be achieved
- Identify the key digital and social media actions and initiatives to be implemented and an 'Action Plan' for getting there
- Develop an effective Inbound/Content Marketing Plan
- How to deliver social customer service excellence
- Agree the Key Performance Indicators (KPIs), metrics and analytics to be used in measuring digital/social media performance, business impact and ROI
- Ensure that all key success factors have been considered especially the complex organisation, people and resource issues critical to social media/digital success
- Gained experience in participating in an online mutual support and e-learning community

Delivery Mode

The programme is delivered over five one day workshops supported by an Online Learning Community. Two options will be made available depending on numbers – a 5 day 'bootcamp' or 5 one day sessions spread over 5 weeks.

All sessions are very practical in nature. Using templates from our Social Media/Digital Transformation Toolkit, you will develop a Social Media/Digital Strategy for your own organisation and an agreed Action Plan for 'getting there'. A Social Media/Digital Strategy and Action Plan that is fully supportive of overall business goals and objectives.

Workshops will be delivered by Dr. Jim Hamill, Business Fellow at Strathclyde Business School and Director of Energise 2-0, a leading digital business consultancy (please see Appendix 2 for brief bio).

Certification

The formal assessment requirement for the award of the Professional Diploma is to develop a Social Media/Digital Strategy and Action Plan for your own organisation or an organisation of your own choice. Detailed advice on how to approach the assignment will be provided during the workshops together with supporting templates outlining the approach to be followed. Time will be allocated during each session covering the key issues involved in successful completion of the assignment.

The assessment will be graded and Certificate issued by Energise 2-0. Subject to final approval, this will be endorsed by Strathclyde Business School.

Indicative Hours

The hours of effort involved in successfully completing the programme are as follows.

Activity	Hours
Workshops	35
Background reading	15
Participation in Online Community	20
Total	70

Programme Fees and Grants

The fee for the programme is £1,500 inclusive.

Scottish based participants may be eligible for a Skills Development Scotland Flexible Training Grant of £500. Organisations wishing to sponsor more than one participant may be eligible for a grant of £500 per person, to a maximum of £5,000.

Full details can be found at <http://www.ourskillsforce.co.uk/funding-for-skills/flexible-training-opportunities/>.

Please do not hesitate to contact Dr Jim Hamill if you wish to discuss any aspect of the Professional Diploma.

Expressions of interest in joining the programme are now open at <https://digital-leaders.eventbrite.co.uk>.

Dr Jim Hamill

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Appendix 1 Programme Outline

The five workshops will cover the topics listed below.

Most of the lecture based material will be presented during the morning sessions with the afternoon sessions being very practical in nature using tools and templates from our Social Media/Digital Transformation Toolkit.

On completion of the 5 workshops, participants will have made good progress in developing a social media/digital transformation strategy for their own organisation or organisation of their own choice.

The outline below is indicative of Programme Content. Given the dynamic pace of change in this area, new topics will be added as appropriate. We will also endeavour, as far as possible, to customise content to the specific needs of individual participants.

Day	Topic	Content
1	<p>The Social Media and Digital Revolutions</p> <p>Aim: To provide context to the programme by discussing the business impact of social media and other disruptive technologies</p>	<ul style="list-style-type: none"> • Understanding the social revolution and disruptive technologies; Generation C - the constantly connected generation; Digital Darwinism and digital dinosaurs • Impact on your organisation • The key things to remember about social media • <i>'Shut Up and Listen'</i> - how to set-up a Social Media Listening System • Social media management tools e.g. Feedly, BufferApp, Mention.net, Hootsuite, Social Report, WordPress etc. • Practical Exercise: Undertake a Social Media/Digital Landscape Analysis/Internal Audit for your own organisation or organisation of your own choice
2	<p>Social Media and Digital Strategy Development</p> <p>Aim: Use of a Balanced Scorecard approach to social media and digital strategy development ensuring alignment of key actions and initiatives with core business goals and objectives</p>	<ul style="list-style-type: none"> • Introduction to the Balanced Scorecard approach • Agreeing your social media/digital vision • Business objectives • KPIs and targets • Customer mapping and segmentation analysis • Key actions and initiatives • Performance measurement • Case examples • Practical Exercise: Develop a Social Media/Digital Strategy for your own organisation or organisation of your own choice

<p>3</p>	<p>Strategy Implementation</p> <p>(a) Social Media Channel Management</p> <p>Aim: An overview of the key issues involved in effective social media channel management</p> <p>(b) Managing Digital Transformation</p> <p>Aim: the key issues involved in successful management of digital transformation projects</p>	<ul style="list-style-type: none"> • Key success factors in effective social media channel management • How to develop an Inbound/Content Marketing Strategy for your organisation • Social media channel management – Blogging, Twitter, LinkedIn, Facebook, G+, Others • Practical Exercise: Develop an Inbound/Content Marketing Plan for your own organisation or an organisation of your own choice • From social media to social business – the internal application of social technologies • Other disruptive technologies - Mobile, the Cloud, Big Data, the Internet of Things etc. • Organisation, people and resource barriers to change • Overcoming the barriers - effective project management • Practical Exercise: Develop a Project Plan covering the successful implementation of a Digital Transformation Project
<p>4</p>	<p>Delivering Social Customer Service Excellence</p> <p>Aim: To present ‘best practice’ advice in the delivery of social customer service excellence</p>	<ul style="list-style-type: none"> • Why social customer service and why now? - rising customer expectations but few brands currently deliver • What happens when things go wrong • Social customer service technology e.g. Conversocial etc. • Social customer service: ‘best practice’ response guidelines and case examples • Social customer service: Key Performance Indicators (KPIs) • Practical Exercise: Audit the Social Customer Service needs of your own organisation or for an organisation of your own choice
<p>5</p>	<p>Measuring Performance and Business Impact</p> <p>Aim: Presentation of a Six I’s approach to social media/digital performance measurement and business impact</p>	<ul style="list-style-type: none"> • The importance of measuring performance • The Six I’s approach – Involvement; Interaction; Intimacy; Influence; Insight and Impact • Sources of data available; social media performance measurement software • Measuring the impact of digital transformation • Practical Exercise: Develop a Social Media and Digital Transformation Performance Measurement Framework for your own organisation



Appendix 2: Dr Jim Hamill Bio

Current Position - Business Fellow, University of Strathclyde Business School; Director, Energise 2-0

Social Profiles: Blog: www.energise2-0.com

Twitter: www.twitter.com/drjimhamill

Linkedin: www.linkedin.com/in/drjimhamill

With over 30 years of International Management experience, Jim is widely recognised as a leading expert on social media and digital strategy. He has successfully delivered on a broad range of consultancy assignments around the World, with clients ranging from SMEs to multinational organisations such as the World Bank, United Nations Centre on Transnational Corporations, Economist Intelligence Unit, International Labor Office, Russian Foundation for SME Development, Malta Tourism Authority, the European Union, Scottish Enterprise, Visit Scotland, National Trust, Glasgow City Council and many others.

Currently Business Fellow at the University of Strathclyde Business School, Jim has held Visiting Professorships or delivered Senior Executive Programmes in the US, Singapore, Hong-Kong, Malaysia, China, Norway, Italy, Lithuania, Latvia, France, Iceland, Malta, Russia, the UAE and elsewhere. Author of several books and numerous papers, he is Owner and Director of Energise 2-0, a leading digital strategy consultancy business. He is a fully accredited EU ICT/e-Business Expert.

With 4,500 Twitter followers and blog page views exceeding 10,000 per month, Jim is internationally recognised as a leader in his field. He has received over 300 LinkedIn endorsements for his work in Social Media and Digital Strategy.

In 2010, Jim was voted as the ‘Most Innovative Lecturer of the Year’ by students at the University of Strathclyde for successfully redesigning the student learning experience around the use of social technologies. He is passionate about the role that new technology can play in enhancing learning.

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