® **PINK**

# Social Media Essentials For ITSM Professionals

## Overview

Don't get left behind! Once regarded as a fad, more and more organizations are integrating social networking into their strategies, and the implications for IT are significant. Social media has become the way to inspire, educate, entertain and connect.

Are you and your IT department ready? At Pink we believe that IT organizations really need to step up with knowledge and guidance on the opportunities, and risks, provided by social networking. Social networking will soon become the most accessed ITSM support technology. Will you (can you!) lead the way? In this workshop, you will receive many golden nuggets of information that will enable you to understand how to exploit multiple social networking platforms for the benefit of your overall IT operation and your organization's customers.

Of Fortune Global 100 companies 65% have Twitter accounts, 54% have Facebook fan pages, 50% have YouTube video channels, and 33% have corporate blogs. The world is changing – organizations must wake up and integrate social networking to maintain their position in the market.

If you could take only one workshop this year that will change your business and life for years to come, this is that workshop.

## What You Will Learn

- Understand the evolving role of social media in everyday personal and business life
- Receive an overview (including do's and don'ts!) of Facebook, Twitter, YouTube, LinkedIn, blogs, and many more social computing tools
- Interactive workshops on Facebook, Twitter, YouTube, LinkedIn, Blogging, New Media
- How to embrace social media without losing your staff's productivity
- Explore monitoring tools for social media
- How to have "the talk" with senior management
- Discover why e-mails, surveys, and polls are the stuff of yesterday's IT support organizations
- How to create a social media policy for your organization
- About risks and security
- About current trends, and future direction

Plus!  You'll also get many real-time live demonstrations.

**Benefits**

Today, there are numerous tools available in your organization's social media arsenal. Many experts hold a common view that social media has the power to transform business as much as the Internet did in the 1990s. The main benefit of this workshop is that you will walk away with an understanding of how exactly IT can use social media to create business advantages.

**Who Should Attend?**

There are no mandatory prerequisites. This workshop is applicable to all IT professionals seeking to update their skills and knowledge, and learn more about social media/networking.

**Duration**

2 days

**Class Size**

Maximum class size is 20 students per instructor.

**Fee For Onsite Training**

This course can also be presented onsite at your location. To inquire about fees for bringing this course onsite, call us at 1-888-273-PINK.  For terms and conditions related to onsite location deliveries, call our Customer Service Center.

**Pubic Course Dates & Locations**

| Start Date | End Date | City | Country | Price |
|---|---|---|---|---|
| Jun-21-11 | Jun-22-11 | San Francisco | United States | 995.00 USD |
| Aug-23-11 | Aug-24-11 | Scottsdale | United States | 995.00 USD |
| Oct-25-11 | Oct-26-11 | Washington, DC | United States | 995.00 USD |
| Nov-29-11 | Nov-30-11 | Toronto | Canada | 1,095.00 CAD |
| Dec-13-11 | Dec-14-11 | Chicago | United States | 995.00 USD |
| Feb-18-12 | Feb-19-12 | Las Vegas | United States | 995.00 USD |

Fees do not include applicable tax, which is payable for all events presented in Canada.

For more information or to register call 1-888-273-PINK or visit us online at www.pinkelephant.com.