

# DIGITAL QUICKSAND

Avoiding Time-Sucking Habits in a Web 2.0 World



## PROGRAM DESCRIPTION

Web 2.0 has revolutionized online communication. Gone are the days of static websites. LinkedIn, Facebook, YouTube, podcasting and a multitude of social bookmarking sites are here to stay. Businesses and individuals worldwide keep finding interesting ways to use social networks and other interactive online media to do some pretty amazing things – from building their brands to getting to know their customers. However, social networks and other social media tools are great resources but lousy masters. Social media can expand the reach of your organization, but it can make you LESS productive if you're not careful. You could spend all day hopping around to different sites, updating your information, and connecting with people all over the world. But how does that add to your daily productivity? This course teaches you how to take advantage of social media, without it taking advantage of you. You'll learn how to emphasize the positive aspects of social media without letting it kill your productivity.

*(In the full-day course version, you'll know how to set up your social networks, use shortcuts in posting your content across networks, and make the most of your time with Web 2.0; you'll see "hands-on" how to share your message using the latest Web 2.0 technologies.)*

## COURSE OBJECTIVES

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| » Nail down your social media goals and pick a few key targets.      | » Get into a routine and keep up with it.                       |
| » Avoid distractions and obsessive compulsive social media disorder. | » Scan and cull, rather than checking and reading in real time. |
| » Embrace third-party applications to automate tasks.                | » Turn one post into multiple posts; systemize your processes.  |
| » Avoid counter-productive procrastination behaviors.                | » Broadcast your message across multiple networks.              |
| » Set up a LinkedIn profile and group.                               | » Create a Facebook Fan Page.                                   |
| » Understand the difference between FB profile and fan pages.        | » Use Twitter and Twitter apps effectively.                     |
| » Start a private social network.                                    | » Podcast with audio and/or video and set up an iTunes feed.    |
| » Reinforce your message through blogging.                           | » Tag and share your content.                                   |