

Course Outline 課程簡介

Become Thought Leader and Build Corporate Branding

成為思想領袖，打造企業品牌

- What the difference between Corporate and Social branding
- Key success factors to become Thought Leader
- What are potential positive Impacts and benefits towards company as KOL?
 - Stock price
 - Recruitment
 - Moral & Motivation
 - Staff Retention
- Introduce social currencies for generating positive messages
- Practices on building Social media branding and public relations activity
 - LinkedIn profile
 - Facebook page
 - Wechat page
 - Public speaking
- How to manage crisis and do Responses for negative comments
- Build social credibility and connections
- Make use of social media Advanced search for KOL
- How to monitor and do social listening