

## Social Media Consultancy

### The Business Situation

You need to communicate with your stakeholders, both internally and externally. You see a need for deeper stakeholder, customer, employee and community engagement. For example, you may have major change initiatives that need increased employee participation, or you may be facing changes in the marketplace. You already have communications and marketing initiatives in place, but you are now looking at the applicability of Social Media or Web 2.0 technologies to enhance these.

### The Challenge

You may be facing one or more of these challenges:

- Employee engagement is low, or staff satisfaction is falling.
- You have heard about Social Media, but are sceptical about how it may assist your organisation.
- You need to improve your knowledge of a rapidly-changing market, and better understand and engage with your customers.
- You are keen to get better collaboration between staff, and enable Communities of Practice.
- You need improvement community understanding of your organisation and strategies.

### Where AcKnowledge Consulting can help

We can assist your organisation to develop and deploy Social Media initiatives. These initiatives will strengthen your organisation's ability to engage with your stakeholders, both internally and externally. Embracing Social Media can lead to increased stakeholder engagement and improved customer satisfaction.

Specific elements of a consultancy engagement may include:

- Reviewing your existing communications and marketing programs, and recommending appropriate Social Media activities to enhance these.
- Presenting to key staff on Social Media tools, focussing on areas of application to your environment.
- Facilitating the development of a Social Media strategy to meet the specific needs and characteristics of your target audiences.
- Providing advice on the organisational environment necessary to support a successful Social Media program.
- Overseeing the roll-out of Social Media initiatives.

### Why AcKnowledge Consulting?

This service is based on more than eight years of experience in this field, and a deep understanding of the needs and requirements of the introduction of Social Media tools within an organisation. The unique value offered is a capability to bring together a wide range of Social Media tools, and develop a coherent strategy for meeting the needs of both the organisation and the relevant target audiences.

We have experience in offering services including consultancy, strategy development, advice, change management, facilitation, public speaking and project delivery in a wide range of related fields.

For more information, please refer to: <http://acknowledgeconsulting.com/blog/about/>.

*"Commonsense linkage between well-established communication theory & practice with Web 2.0 tools/applications. Good organisational theory too."*

Conference attendee

*"... it was highly productive to have Keith De La Rue engage with our team to summarise the latest trends and explore potential communication opportunities and pitfalls ... of Web 2.0 and the social media."*

Group Manager, Corporate Communications, Ergon Energy