



## **Be Sure *THEY'RE* Tweeting the Way *YOU* want to be Tweeted**

Organizations that restrict employees from engaging in networking using social media may face greater risks than those that embrace and encourage their use.

Developing a structure that employees can work within is more likely to net positive results for the organization.

Employees communicating within their own networks can provide up to date market research data on customer needs, desires, reactions, and satisfaction.

These same satisfied employees can communicate a desirable, supportive workplace encouraging the best talent to meet future needs.

### ***Our team of consultants can help you:***

1. Define goals and purposes of social networking for your department or organization. Examples are:

- Improving Customer Service
- Promoting New Products or Services
- Recruiting New Employees
- Expanding into New Markets

2. Create guidelines to define areas that may be “off limits.” Tie these to existing technology and communication policies in the organization.
3. Train your employees to use social media tools properly using professional language consistent with company branded messages.
4. Encourage ongoing communities that share knowledge of changes, innovations and questions while alerting leadership of potential customer or client challenges to be addressed.



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