



Social Media in Your Enterprise: Mitigating the Risk and Reaping the Benefits

Course Schedule – Topics & Activities

Day One

- Social media defined
- Social media impact
- Drivers and benefits of social media
- Types of social media risk
 - Governance
 - Strategy
 - Ethics & compliance
 - Operational
 - Technology & infrastructure
- Governance risk
 - Guiding principles
 - Board structure & leadership
 - Reputation & stakeholder relations
 - Corporate responsibility
 - Risk oversight

Day Two

- Social media landscape:
 - Laws & regulations
 - Technological advances & changes
 - Customer demands & trends
- Social media strategies
 - Outsourcing
 - Alliances & joint ventures
 - Influencer strategy
 - Technology adoption
 - Customers
 - Policies
 - Business models
- Planning
 - Investments
 - Crisis management
 - Change management
 - Knowledge management
 - Program evaluation
- Ethics
 - Code of ethics
 - Culture & personal ethics
 - Monitoring & auditing
 - Conflict of interest
 - Program assessment & evaluations
 - Allegations & investigations

- Corrective action & discipline
- Training
- Reporting & prevention
- Communication

- Compliance
 - Culture
 - Policies & procedures
 - Information management
 - Supervision
 - Controls & monitoring
 - Reporting

Day Three

- Operational risk
 - Enterprise social media
 - Marketing & communication
 - Relationship management
 - Legal
 - Talent
 - Product & services

- Technology & infrastructure
 - IT
 - Security & privacy
 - Monitoring & reporting

Day Four

- Social media analytics
 - Methods
 - Tools
 - Strategic alignment

- Planning & performing a social media audit
 - Building an audit plan
 - Controls & testing
 - Reporting & wrap up
 - Remediation

**Topics and activities may vary by class and instructor.*

Course Duration: up to 4 days

CPE: up to 32

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