

# Social Media Risk Management

**Make A Difference In The Business Outcomes Your Company Delivers  
By Having An Effective Social Media Risk Management Capability**

**22 – 23 April 2024**

This is an **interactive Virtual Instructor-Led Training (VILT)**.  
Kindly ensure you have a working Webcam and  
Headset with Microphone.

## KEY BENEFITS OF ATTENDING

- **IDENTIFY** and **EXPLORE** potential consequences posed by social media in terms of brand, strategy, regulatory, legal and market risks
- **UNCOVER** tips on how to manage social media reputation
- **LEARN** how to recover from a social media crisis
- **ESTABLISH** social media policies and **UNDERSTAND** the Standards of Conduct
- **MANAGE** your business' risks related to social media
- **EXPAND** current policy to encompass social media and implement safeguards
- **ALIGN** use of social media with the company's objectives