

Rules of Engagement Explained by Edelman Digital

*Social Media within the Defence and Military Sector,
Marriott Regents Park Hotel, London UK*

LONDON, LONDON, UNITED KINGDOM, July 4, 2014 /EINPresswire.com/ -- [Social media](#) is the locus of an increasing share of discussion and media activity worldwide. While this offers opportunities in intelligence gathering and sentiment assessment, social media are also a potential communications threat, as issues and crises there can escalate quickly. How can the defence/intelligence community best prepare to take advantage of the capabilities afforded by social media?

Hear more as Edelman Digital provide a practicable session on social media threats at SMI's 4th annual event on Social Media within Defence and Military sector, taking place on 17th and 18th November in London. The post conference workshop due to be held on 19th November, will cover both

a strategic review and provide comprehensive guidance on workflow and governance for effective social media interaction.

Targeted towards the Defence and Military industry, highlights from the class entitled: Strategic Review - Threats and Opportunities in Social Media, include:

- Regional/Local aspects of social media participation
- Rules of engagement: how and when to participate in social media discussion
- Issues and Crisis management: how to protect your organization's image online
- Active operations: using social media to reach the people you need to reach

The workshop will be hosted by Edelman Digital Strategic Account Director, Phillip Trippenbach and Digital Planner, Emil Madsen.

Philip Trippenbach develops editorial and content strategy, focused on interactive digital innovation and new platforms. Philip applies his strong editorial background as a journalist, game designer, and producer to digital communications projects for clients including Anglo American, Aviva, Qualcomm, Rolls-Royce, Shell and Xbox.

Emil Madsen helps companies achieve success in the digital and social spheres, drawing on experience from working as a strategist in the US, the UK and in Europe. Emil applies a 'using truth to make decisions' approach to his digital planning and concept development work, developing digital strategies for brands such as Xbox, Nestle and Disney.



Further details on the workshop and conference are available on the event website at www.military-socialmedia.com

Social Media within the Defence and Military Sector
17-18 November 2014
Marriott Hotel Regents Park, London UK
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