

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

www.military-socialmedia.com

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We pride ourselves on having access to the worlds most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. We hold events in over 30 major cities throughout the world including London, Paris and Singapore and to date have welcomed over 200,000 participants from 80 countries. More information can be found at www.smi-online.co.uk

About Edelman

Edelman is the world's largest independent Public Relations Agency, with over 4,800 people in 67 offices worldwide. We provide strategic thinking and deliver high-impact campaigns, across the full spectrum of communications. Edelman Digital is a network of digital professionals expert in using digital communications tools to affect what people think, feel and do.

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