

Network Development Program



Looking to take your digital leadership to the next level, but don't have the time, knowledge or resources? The Network Development Program enables CEOs and Senior Executives to strategically build their network, deliver thought leadership pieces, engage with key audiences and develop your personal brand.

Research shows that what happens in the physical world is mirrored in the digital world only faster and with more impact. If your reputation is important then you can't ignore it in the digital world – your brand is key to future success. To develop your brand and create a meaningful presence, Educated Change believes in the idea that digital communication must be done in a mindful, authentic and targeted way.

Program Benefits

- ✓ Network growth: increase network size with clients, colleagues and thought leaders
- ✓ Engagement: communicate and strengthen relationships internally and externally
- ✓ Leads: find new prospects and business opportunities
- ✓ Digital image: cultivate and enhance brand perceptions
- ✓ Thought leader: share content and insight based on areas of expertise
- ✓ Education: learn the next best practices in social media and become self-sufficient
- ✓ News: stay up-to-date on news within the industry

Overview of the Program:

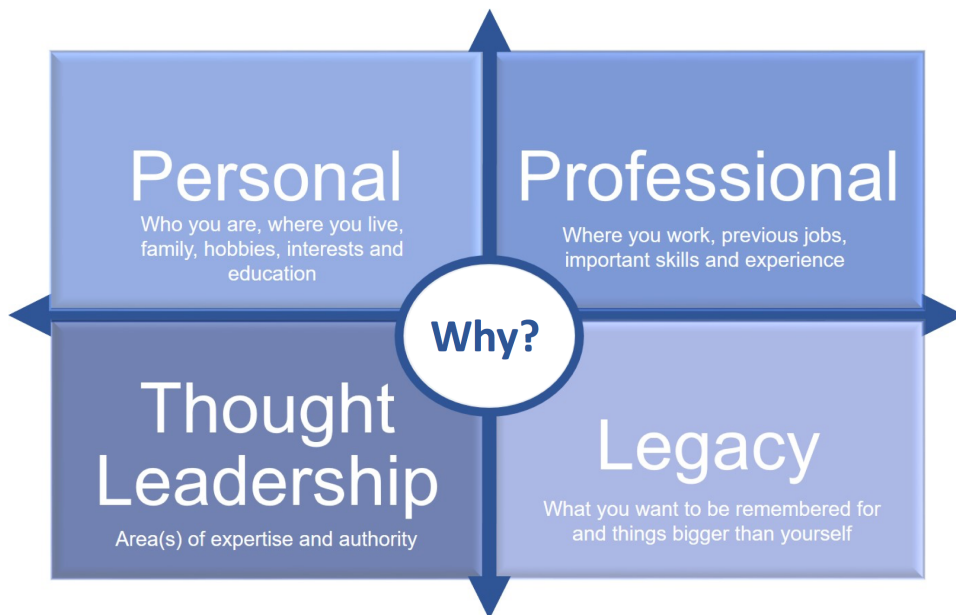


Getting Started

- ✓ Interviews: series of interviews conducted to understand client's personality and Four Quadrants
- ✓ Digital Engagement Plan (DEP): the foundation of our program created from the interviews and research and is designed around the client's personal brand
- ✓ Update profiles: clean up client's profiles to look professional and to be found for the right keywords
- ✓ Access accounts: client shares access to their social media accounts
- ✓ Training: familiarize client with how to use social media and aim for self-sufficiency
- ✓ Content: send content guides weekly via email with suggested articles, framings and engagement ideas
- ✓ Audience building: increase client's followers through list building, engagements and profile viewing
- ✓ Feedback: continual communication to refine DEP strategy
- ✓ Check-in: monthly status reports and phone calls to discuss progress, upcoming events or particular research

Four Quadrants of Communication

During the interviews, Educated Change breaks each client's personal brand into the Four Quadrants – the four areas that we all speak from. This helps us understand a client's multidimensional personal brand and allows us to translate it into a digestible format for social media that has focus and clarity. The Four Quadrants serve as a starting point for the DEP creation.



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