

BUMP

LinkedIn Strategy & (Video) Thought Leadership

A senior-level social strategy training session.



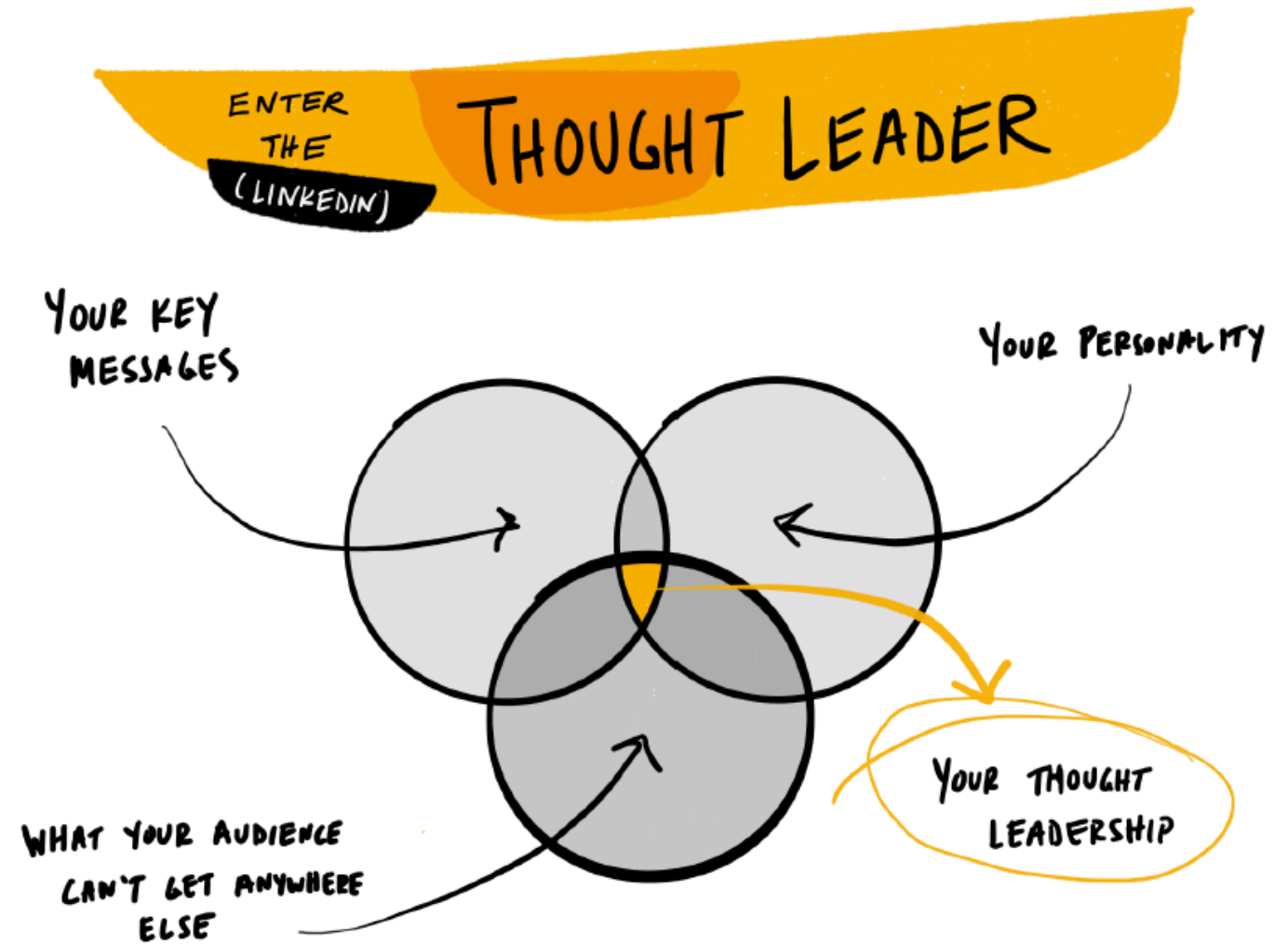
Hello!

You're looking to get the word out about your organisation and/or its policy asks by putting your best people forward to convey your message.

In this deck, we'll outline our agenda for a day of training to get you up to speed on how social media (mostly LinkedIn) can help you do that.

You'll see it is half theory and half practice, with up to four attendees invited to shoot their first round of videos on site – giving them more than enough material to “get launched” the very next week.

P.S. Skip to [this short LinkedIn Live session](#) on LinkedIn and Thought Leadership to see your trainers in action.





draft agenda.

10.00 – 16.30

10.00– 10.45 | Social strategy fundamentals

- This segment is for those who want a general awareness of social strategy but who do not (plan to) actively use it in their work. We'll cover at a general level:
 - **The policymaker influence pyramid:** The rational and basic strategic principles of integrating social media into an existing public affairs/advocacy strategy.
 - **Micro-community mapping:** On identifying the niche micro-community your org needs to reach to succeed and having the discipline to stick to only them.
 - **Why "Twitter/X is a cocktail party and LinkedIn is a boardroom"** – an overview of the two main social platforms used in the EU affairs world.
 - **Defining success in meaningful terms:** on why despite all the numbers and data available to you, only a few metrics will actually have meaning to your work and reflect the unique "internal language" of success at your org.

11.00– 11.30 | The advanced social strategy toolkit

- This segment and those that follow are for those seeking to fully integrate social media into their work. We'll cover the following and apply it to real examples of your org's current priorities:
 - **The slow drip, the drumbeat and the mini-campaign:** How to plan a year on social in a realistic and strategically useful way.
 - **Idea Sprint and Mini-Campaign:** Methodologies for building small and large campaigns (with a variety of internal and external stakeholders).
 - **The Content Pillar model:** Content strategy building for the year.

11.30 – 12.00 | Twitter: what is good for and where is it headed?

- A discussion of the shift since Elon Musk bought Twitter and what we predict this will mean for the platform's strategic utility.
- Content types we suggest for Twitter on the Individual and organisaton-level.
- What strategically useful engagement looks like on Twitter and the time commitment involved.

12.00 – 13.00 | Lunch (a full break, not a working lunch)

13.00 – 16.30 | LinkedIn and (video) thought leadership

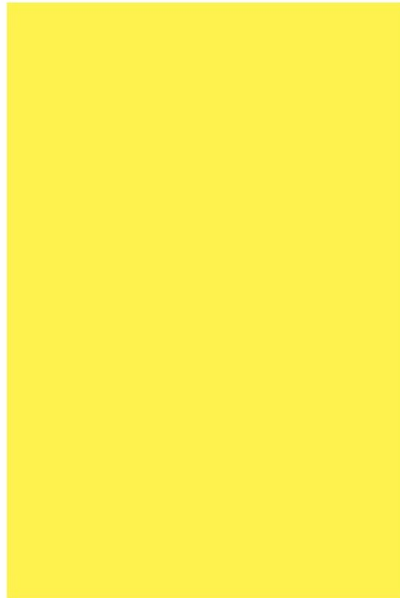
- This segment will be most useful to those actively seeking to develop a highly visible external-facing profile or, for those whose job it is to manage such an exercise for a senior executive. We will have our filming equipment set up on site and hope we can film up to six participants putting theory immediately into practice. Here's what we'll cover.
 - A deeper dive on micro-community.
 - The three success factors of influential people on LinkedIn.
 - Developing a point of view over time through writing and video.
- Each participant will leave with a one-page "thought leadership canvas" which can serve as a reference for developing their own thought leadership.
- **Video group:** Up to six participants will experience a guided video interview session on the spot and will receive up to three edited videos each following the session, which they can immediately post on LinkedIn.
- **Written content group:** The remaining participants will move to a breakthrough room where a Bump trainer will facilitate the completion of their thought leadership canvas including ideas for their first written LinkedIn posts on the basis of their canvas.



your trainers.

- [Brett Kobie](#), Strategy & Creative Director
- [Ali Colwell](#), Digital & Social Lead
- [Habib Msallem](#), Campaign Strategy & Media Lead
- [Mike Ball](#), Video Lead

Have 15 mins? Click through to [this short LinkedIn Live session](#) on LinkedIn and Thought Leadership to get a sense of what a training with us feels like.





What could an EBAA campaign look like?
Click a logo to see an example video we co-created with each org.



DRIVING MOBILITY FOR EUROPE

[example](#)



FOODDRINK
EUROPE

[example](#)



European
Aluminium

[example](#)



PEPSICO

[example](#)



NOVARTIS

[example](#)



europen

SHAPING A SUSTAINABLE
FUTURE FOR PACKAGING

[example](#)

