



## How Center Stage Improves

# Social Media

Social media is the present and the future, a fact of life no one can ignore. The unpredictability and immediacy of social media can work for or against you—particularly with growing and popular use of video and Facebook Live. Careful scripting no longer cuts it. Yet many executives are uncomfortable with on-the-spot delivery, where it can be difficult to control a message. Center Stage explores theater techniques to keep executives on point, yet respond with immediacy.

Social media is one of the newest and most exciting opportunities for learning Center Stage.

### Example

---

At a recent conference, the CEO of Walmart was a shining example of how important it is for a CEO to be brave and comfortable enough to use a medium such as Facebook Live to reach more than 100,000 employees.



### Center Stage Tip

---

Especially in times of crises, one live post on social media can enhance or diminish a company's trust quotient. Time is of the essence, as is sincerity. Remember that expedience and authenticity build credibility and greatly improve the odds of a positive outcome.