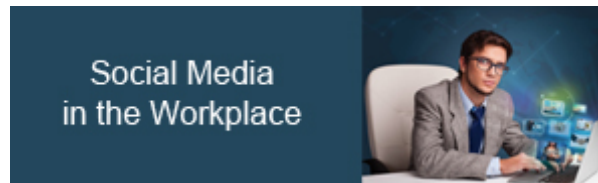


## SOCIAL MEDIA IN THE WORKPLACE TRAINING

Generate a [group quote](#) today



**COURSE LENGTH: 1.0 DAYS**

The power of social media in today's business world cannot be underestimated. Social media platforms such as Twitter, Facebook, YouTube, and LinkedIn are dominating the way we interact with businesses worldwide. These real-time interactive platforms are used by various companies to reach people around the world to promote your products and services instantly.

This Social Media in the Workplace training course provides you with a deep understanding of what social media is, helps you develop tools to use social platforms to fulfill your company's goals, decide which platform best suits your audience and presents you with great tips on how to avoid the pitfalls of using social media improperly.

This highly valuable and dynamic training course is now available Hong Kong wide.

This Social Media in the Workplace training course can be delivered at your premises by one of our expert local or international trainers or live online using our HIVE technology.

Click on the In-house tab below to generate an instant quote.

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## SOCIAL MEDIA IN THE WORKPLACE TRAINING COURSE OUTLINE

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### FOREWORD

Social Media is about communicating easily anytime, from anywhere. During this course, participants will learn the meaning of social media, understand how it is used in various ways, build and maintain a social media policy, avoid pitfalls, and more.

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### OUTCOMES

This extensive training course helps participants develop an understanding of social media, how it is used, effective ways to use it for fulfilling specific goals, and discovering its benefits and pitfalls.

**After completing this course, participants will have learned to:**

- ▶ Understand online communities
  - ▶ Share information on various social media platforms
  - ▶ Define their social media policy
  - ▶ Not offend sensibilities
  - ▶ Create a living document
  - ▶ Manage change
  - ▶ Monitor a social media presence
  - ▶ Keep social media accounts secure
  - ▶ Review posts before posting
  - ▶ Never discredit or disparage the competition
  - ▶ Be transparent
  - ▶ Use accurate spelling and proper grammar
  - ▶ Understand the benefits of social media
  - ▶ Avoid pitfalls
- 

### MODULES

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#### Lesson 1: Getting Started

- ▶ Housekeeping Items
- ▶ Pre-Assignment Review
- ▶ Workshop Objectives
- ▶ The Parking Lot
- ▶ Action Plan

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#### Lesson 2: Rules to Follow When Posting (I)

- ▶ Always Show Respect
- ▶ Stop and Think Before You Post
- ▶ Always Be Honest
- ▶ Never Discredit or Talk Ill of Competitors
- ▶ Case Study

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#### Lesson 3: What is Social Media?

- ▶ Online Communities
- ▶ User Created Content
- ▶ Information Sharing
- ▶ Communication Tools
- ▶ Case Study

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#### Lesson 4: Rules to Follow When Posting (II)

- ▶ Be Transparent
- ▶ Act Like You Would in Real Life
- ▶ Grammar and Spelling Still Counts
- ▶ Never Post When You are Angry
- ▶ Case Study

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### Lesson 5: Defining Your Social Media Policy (I)

- ▶ It Should be a Living Document
- ▶ Choosing an Information Officer
- ▶ What Can and Cannot Be Shared
- ▶ Legal and Ethic Specifications
- ▶ Case Study

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### Lesson 7: Defining Your Social Media Policy (II)

- ▶ New Hire Orientation
- ▶ Let Common Sense Guide You
- ▶ Nothing Offensive
- ▶ Rules on Soliciting and Personal Posts
- ▶ Case Study

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### Lesson 9: Creating a Living Document

- ▶ What is a Living Document?
- ▶ How Often is it Revised?
- ▶ Who Will Be in Charge?
- ▶ Change Management
- ▶ Case Study

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### Lesson 11: Keeping an Eye on Security

- ▶ Password Rules
- ▶ Needs Constant Monitoring
- ▶ Keeping Information Confidential
- ▶ Protecting Intellectual Property
- ▶ Case Study

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### Lesson 6: Benefits of Social Media

- ▶ From Audience to Author
- ▶ Builds Customer Loyalty
- ▶ Speed and Flexibility in Communication
- ▶ Two Way Communications
- ▶ Case Study

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### Lesson 8: The Pitfalls of Social Media

- ▶ Bullying
- ▶ Group Think
- ▶ Trolling
- ▶ Remember, It is Out There Forever
- ▶ Case Study

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### Lesson 10: Listen to Your Customers

- ▶ They Provide Great Feedback
- ▶ It Makes Them Happy
- ▶ Improves Your Brand
- ▶ Improves Product Development
- ▶ Case Study

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### Lesson 12: Wrapping Up

- ▶ Words from the Wise
- ▶ Parking Lot
- ▶ Lessons Learned
- ▶ Completion of Action Plans and Evaluations

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## WEB LINKS

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- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)