

Social Media in the Workplace

Course Overview

This course will introduce students to social media in the workplace, including what social media is, defining your social media policy, creating a living document, keeping an eye on security, rules to follow when posting, benefits of social media, the pitfalls of social media, and listening to your customers.

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| <u>Module 01 - Getting Started</u> | 1m |
| Getting Started | |
| <u>Module 02 - What is Social Media?</u> | 5m |
| What is Social Media? | |
| Case Study | |
| <u>Module 03 - Defining Your Social Media Policy (I)</u> | 5m |
| Defining Your Social Media Policy (I) | |
| Case Study | |
| <u>Module 04 - Defining Your Social Media Policy (II)</u> | 5m |
| Defining Your Social Media Policy (II) | |
| Case Study | |
| <u>Module 05 - Creating a Living Document</u> | 5m |
| Creating a Living Document | |
| Case Study | |
| <u>Module 06 - Keeping an Eye on Security</u> | 5m |
| Keeping an Eye on Security | |
| Case Study | |
| <u>Module 07 - Rules to Follow When Posting (I)</u> | 5m |
| Rules to Follow When Posting (I) | |
| Case Study | |
| <u>Module 08 - Rules to Follow When Posting (II)</u> | 5m |
| Rules to Follow When Posting (II) | |
| Case Study | |
| <u>Module 09 - Benefits of Social Media</u> | 5m |
| Benefits of Social Media | |
| Case Study | |

Module 10 - The Pitfalls of Social Media

5m

The Pitfalls of Social Media

Case Study

Module 11 - Listen to Your Customers

4m

Listen to Your Customers

Case Study

Total Duration: 49m