

Administrative Skills

Social Media In The Workplace Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: What is Social Media?

- Online Communities
- User Created Content
- Information Sharing
- Communication Tools
- Case Study
- Module Two: Review Questions

Module Three: 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
- Module Three: Review Questions

Module Four: Defining Your Social Media Policy (II)

- New Hire Orientation
- Let Common Sense Guide You
- Nothing Offensive
- Rules on Soliciting and Personal Posts
- Case Study
- Module Four: Review Questions

Module Five: Creating a Living Document

- What is a Living Document?
- How Often is it Revised?
- Who Will be in Charge
- Change Management
- Case Study
- Module Five: Review Questions

Module Six: Keeping an Eye on Security

- Password Rules
- Needs Constant Monitoring
- Keeping Information Confidential
- Protecting Intellectual Property
- Case Study
- Module Six: Review Questions

Module Seven: 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
- Module Seven: Review Questions

Module Eight: 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
- Module Eight: Review Questions

Module Nine: Benefits of Social media

- From Audience to Author
- Builds Customer Loyalty
- Speed and Flexibility in Communication
- Two Way Communications
- Case Study
- Module Nine: Review Questions

Module Ten: The Pitfalls of Social Media

- Bullying
- Group Think
- Trolling
- Remember, It Is Out There Forever
- Case Study
- Module Ten: Review Questions

Module Eleven: Listen to Your Customers

- They Provide Great Feedback
- It Makes Them Happy
- Improves Your Brand
- Improves Product Development
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

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