

SOCIAL MEDIA IN THE WORKPLACE TRAINING

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COURSE LENGTH: 1.0 DAYS

Social media is no longer just something to think about; it's now a required aspect of digital marketing. Businesses should be using social media to gain attention from possible customers and create more engagement with existing customers.

The PD Training Social Media in the Workplace Training Course teaches you skills like how to create a social media policy, creating and leveraging content, building customer loyalty, identifying appropriate online communities and more to help your business build an impressive online presence.

This highly valuable and dynamic training course is now available across New Zealand including Auckland, Wellington and Christchurch.

Please click the In-House Training tab to receive a free quote for courses delivered at your preferred location.

SOCIAL MEDIA IN THE WORKPLACE TRAINING COURSE OUTLINE

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.

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
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MODULES

Lesson 1: Getting Started

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

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

Lesson 3: What is Social Media?

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

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

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

Lesson 6: Benefits of Social Media

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

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

Lesson 8: The Pitfalls of Social Media

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

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

Lesson 10: Listen to Your Customers

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

Lesson 11: Keeping an Eye on Security

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

Lesson 12: Wrapping Up

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

WEB LINKS

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