

Social Media in the Workplace

We are being flooded with Social Media invitations and updates. Web-based communication icons like Twitter, Facebook, YouTube, and LinkedIn are dominating the way we interact with each other. People are feeling the need to be updated at all times. It has become a time eater, and businesses are quickly becoming aware of the drain it can have on productivity. People love to share, but they need to know what is alright to share and what should not be sent out.



Understanding Social Media is about communicating the right way. We are beginning to communicate more through electronic means than face to face.

Talking on a phone has been replaced more and more with SMS (texting.) Social media channels are becoming the main form of communication and your participants will realize how Social media and the Workplace can work together.

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