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# *Social Media in the Workplace*

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To effectively learn how to use social media in the workplace, an employee must learn the basic building blocks of social media and the different ways they interact and perform. Once we understand that social media is about communication, we can establish guidelines that allow employees feel free to network while staying focused at work.

At the end of this workshop, participants should be able to:

- Learn the meaning of social media
- Learn different ways social media is used and altered
- Build and maintain a social media policy
- Keeping your social media secure
- Establishing rules for the social media the company posts
- Discover the benefits and pitfalls of using social media

## **Course Outline**

- What is Social Media?
- 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
- Listen to Your Customers



## **2 Day Workshop**

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### **Getting Started**

- Icebreaker
  - Housekeeping Items
  - The Parking Lot
  - Workshop Objectives
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### **Wrapping up**

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