

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

- 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

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions and case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

Learning outcomes

Upon the completion of this Course, the learner will 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
- Keep the social media secure
- Establish rules for the social media the company posts
- Discover the benefits and pitfalls of using social media

Course Duration

The standard duration of this course is 12 contact hours.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Who Should Attend

Middle level staff such as:

- Sales Executives
- Marketing Managers
- Social Media specialists

For more information please feel free to contact:

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