Social Media at Work

Course Objectives

Successful completion of this course will increase your ability to:

- Recognize the benefits of using social media in the workplace.
- Identify the various legal and ethical risks of using social media in the workplace.
- Protect your organization against legal action resulting from intentional or unintentional violations of law or policy.
- Encourage an "ambassador attitude" in employees.
- Provide guidelines that help employees make good decisions when using social media at work.
- Identify the elements of an effective social media policy.

How You Will Benefit

There are more and more examples of employees misusing social media in ways that harm the organizations they work for. At a minimum, such actions create bad publicity, and at worst, they lead to damaging lawsuits that affect an organization's success and profitability.

An understanding of the *dos* and *don'ts* of using social media at work is essential to every employee in every organization. An organization's public image and reputation depend on how well it guides its employees to exercise good judgment when using social media, and on its ability to navigate the difficult situations that arise from social media interactions.

While using social media effectively requires caution and good judgment, it can also have significant benefits, such as creating loyal, long-term customers and improving relationships with employees, vendors, and suppliers. This program looks at the actions you should take—and those you should avoid—to use social media successfully in your workplace.

Length of Course

- ½ day

Audience

- Supervisors/Managers

Key Topics Covered

This course explores the following subjects in depth:

- Prevalence of social media issues in the news.
- Who uses social media in the workplace.
- Business advantages and rewards of using social media effectively.
- Categories of risk associated with using social media at work.
- How to foster online etiquette and a proactive "ambassador attitude" among employees.
- Strategies to establish a social media presence that strengthens your organization's reputation.
- Guidelines for building an effective, lawful social media policy and gaining employees' support.

What the Course Offers

- Interactive learning setting
- Opportunity to apply the concepts through role-play
- Thorough set of materials: Participant Guide

RESOLUTION MANAGEMENT

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