

## Social Media in the Workplace

### Workshop

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.

#### Workshop Objectives:

- 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



For more information or to reserve your spot in this workshop, please contact:

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## CLASS CONTENT

### **Session One: Getting Started**

Workshop Objectives  
Pre-Assignment  
Action Plans and Evaluation Forms

### **Session Two: What is Social Media?**

Online Communities  
User Created Content  
Information Sharing  
Communication Tools  
Case Study

### **Session 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

### **Session 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

### **Session Five: Creating a Living Document**

What is a Living Document?  
How Often is it Revised?  
Who Will Be in Charge?  
Change Management  
Case Study

### **Session Six: Keeping an Eye on Security**

Password Rules  
Needs Constant Monitoring

Keeping Information Confidential

Protecting Intellectual Property

### **Session 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

### **Session 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

### **Session Nine: Benefits of Social Media**

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

### **Session Ten: The Pitfalls of Social Media**

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

### **Session Eleven: Listen to Your Customers**

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

**Session Twelve: Wrapping Up**