

## ADMINISTRATIVE SKILLS

### 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

