



Social Media in the Workplace

Social Media in the Workplace - Online
Training Course - CPDUK Accredited



Corporate
Member

The CPD Certification Service



OVERVIEW

Welcome to The Mandatory Training Group's online Social Media in the Workplace training course. All our online training courses, programmes and qualifications are accredited by the CPD Certification Service (CPDUK).

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 primary form of communication and our online Social Media in the Workplace training course will help learners realise how social media and the workplace can work together.

Social Media in the Workplace – E-Learning Course — CPDUK Accredited

- ◆ Study method – Online, self-paced
- ◆ Estimated duration (Indicative CPD hours) – 4 hours
- ◆ Course format – Online (24/7 access)
- ◆ Entry requirements – no prerequisites required
- ◆ Assessment type – Complete end of course assessment (80% needed to pass and gain CPD certificate)
- ◆ Certification/Qualification – Downloadable CPD certificate
- ◆ Cost(s) of assessment and certification – Assessment and certification costs included in the course price
- ◆ Course accreditation – CPD Certification Service (CPDUK)
- ◆ Course access – Part-time (1-year access)
- ◆ Course delivery – via desktop PC/MAC, laptops, tablets or smartphones.

Who is the course for?

This online Social Media in the Workplace training course is suitable for those who want to learn how social media and the workplace can work together.

Course aims

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 primary form of communication and our online Social Media in the Workplace training course will help learners realise how social media and the workplace can work together.

Learning outcomes

The learning outcomes of this online Social Media in the Workplace training course are 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.

What is covered in this course?

This online Social Media in the Workplace training course includes the following:

Module 1: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module 2: What is Social Media?

- Online Communities
- User-Created Content
- Information Sharing
- Communication Tools
- Case Study
- Module Two: Review Questions

Module 3: 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
- Module Three: Review Questions

Module 4: Defining Your Social Media Policy (II)

- New Hire Orientation
- Let Common Sense Guide You
- Nothing Offensive
- Rules on Soliciting and Personal Posts
- Case Study
- Module Four: Review Questions

Module 5: Creating a Living Document

- What is a Living Document?
- How Often is it Revised?
- Who Will be in Charge
- Change Management
- Case Study
- Module Five: Review Questions

Module 6: Keeping an Eye on Security

- Password Rules
- Needs Constant Monitoring
- Keeping Information Confidential
- Protecting Intellectual Property
- Case Study
- Module Six: Review Questions

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Module 7: 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
- Module Seven: Review Questions

Module 8: Rules to Follow When Posting (II)

- Be Transparent
- Act As You Would in Real Life
- Grammar and Spelling Still Counts
- Never Post When You Are Angry
- Case Study
- Module Eight: Review Questions

Module 9: Benefits of Social media

- From Audience to Author
- Builds Customer Loyalty
- Speed and Flexibility in Communication
- Two Way Communications
- Case Study
- Module Nine: Review Questions

Module 10: The Pitfalls of Social Media

- Bullying
- Group Think
- Trolling
- Remember, It Is Out There Forever
- Case Study
- Module Ten: Review Questions

Module 11: Listen to Your Customers

- They Provide Great Feedback
- It Makes Them Happy
- Improves Your Brand
- Improves Product Development
- Case Study
- Module Eleven: Review Questions

Module 12: Wrapping Up

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

Why is this online Social Media in the Workplace training course essential?

In what ways can social media be helpful in the workplace?

- Tweeting inappropriate memes
- Instagramming lunches
- Facebooking a few office selfies.

These are the events companies fear will flood their workplaces if they let employees use social media on the job. Unfortunately, for businesses that ban the use of social media in the workplace, it is likely, your employees are using it regardless of your policy.

According to the Pew Research Center, 77 percent of workers reported they use social media while on the job. This data shows that while you may think your company is doing a good job curbing social media use in the workplace, it is likely not.

Employers should limit the time and energy they spend on stopping employees from using social media in the workplace. Instead, they need to focus on how they can channel social media use to benefit their employees.

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★ ← →
Learn. Develop. Comply

HOW IT WORKS

Instant Access

- Gain instant access to your course(s) upon purchasing through our website
- Login credentials are sent immediately to the customer to the email address provided during the checkout process
- We also advise all customers to check their spam and junk mail folders in case your mail server has diverted the email there

Online Support 24/7

- Customer service teams interact with clients through email and live chat support.

Refund policy

- To request a refund, you should email our support team with your receipt stating why you would like to be reimbursed.
- You, or your learners, must not complete the training to make a valid refund claim.
- Any courses that have been completed and those with certificates achieved will not be valid for a refund.

Learn Anytime, Anywhere, On Any Device

- Learn at your own pace, at a time and place convenient to your circumstances
- Individual learners can access their course material(s) 24/7 for 365 days from the date of purchase
- In the case of organisations that order multiple licences for future use, the countdown will start when learners are allocated to the training course(s)

Assessment and Certification

- Unlimited attempts to complete end of course assessments
- On successful completion, download, print/save quality-assured CPD certificate

100% Money Back Guarantee

- We want you to be completely satisfied with your training. We offer a 14-day money-back guarantee if you are not 100% satisfied.

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ACCREDITATION

End of course assessment

At the end of this course, learners are required to complete an online end of course assessment. On successful completion of the assessment (80% pass mark), learners may download a FREE CPD certificate from their profile page.

Certification

On successful completion of this e-learning course and end of course assessment, the learner may download, save and/or print a quality assured CPD certificate (recognised internationally). Our CPD certificate can be used to provide evidence for compliance and audit or Continuing Professional Development (CPD).

Course accreditation

The CPD Certification Service accredits all our online training courses and programmes as conforming to universally accepted Continuous Professional Development (CPD) guidelines.



A banner with a white background and a dark blue border. On the left is the logo for Mandatory Training Group, featuring the letters 'CPD' in a stylized blue font with a grey arrow pointing upwards and to the right, and the text 'Mandatory Training Group' below it. In the center, the text 'Corporate Member' is written in a large blue font, with 'The CPD Certification Service' in a smaller blue font below it. At the bottom center, the text 'CPDUK Corporate Membership Number- 11177' is displayed. On the right is the 'CPD CERTIFIED' logo, with 'CPD' in a large purple font, 'CERTIFIED' in a smaller purple font below it, and 'The CPD Certification Service' in a smaller black font below that, with 'Collective Mark' in a very small font at the bottom.

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Mandatory Training Group 

WHY CHOOSE OUR ACCREDITED E-LEARNING COURSES?

The benefits of using our accredited e-learning courses in the workplace include:

- CPDUK accredited e-learning provider
- Ofqual approved training centre (UK qualifications)
- Internationally recognised CPD and Ofqual approved certificates
- Wide range of courses and qualifications that meet UK legislation and guidelines
- Over 500 online courses and programmes that cover multiple sectors
- Free blended learning environment for individuals and organisations
- Immediate access to online courses and programmes
- Highly interactive e-learning portal
- Substantial cost reductions (no travel fees and other expenses)
- Self-paced online learning
- Low carbon footprint through e-learning
- Repository of online learning materials and assessments
- Fully qualified and experienced trainers, instructors and assessors
- Experienced subject matter experts and content developers
- Conversion of existing classroom courses to e-learning courses
- All training courses meet the latest guidance and best practice recommendations.



Civility in the Workplace Training Course for Global Executives

"YPO is the premier global leadership organisation for more than 28,000 chief executives in over 130 countries and the global platform for them to engage, learn and grow. We approached The Mandatory Training Group to develop an online training programme focusing on improving workplace civility. Their team developed excellent learning materials tailored to our organisational needs. With their support, we rolled out the civility in the workplace training programme to over 300 executives around the world."

Nicolle Billmyre, YPO, Texas, USA



City and Hackney

Clinical Commissioning Group

Counter Fraud, Bribery and Corruption Training for NHS Providers

"NHS City and Hackney Clinical Commissioning Group (CCG) is an NHS organisation led by local GPs. The Mandatory Training Group provided us with tailored courses focussing on tackling fraud, corruption and bribery for all our staff across various sites. The e-learning courses helped us to meet statutory and regulatory requirements".

Harriet Griffiths, NHS City and Hackney CCG, London, UK



Accredited Training Courses, Programmes and Regulated Qualifications

"Reed is the largest platform for jobs, recruitment and courses in the UK. The Mandatory Training Group is one of our most trusted providers of continuing professional development (CPD) programmes and regulated qualifications. They have provided us with a wide range of learning materials ranging from soft skills, personal development, health and safety, among others. These courses help many job seekers to improve their skills and comply with the current UK and European laws".

Mansh Bhatti, Reed Courses, London, UK

“When we set up our business, we were looking for a reliable training provider for the healthcare multi-disciplinary team (MDT). We worked with The Mandatory Training Group to establish our training needs for each group of professionals. Their experience was invaluable, helping us to design new courses and assessments to meet the commissioners' and regulatory requirements”.

Anne Joy, OSD Healthcare, Hemel Hempstead, UK



Healthcare choice for **everyone** **Statutory and Mandatory Training for Healthcare Providers**

“All our senior clinicians were delighted with the delivery of the mandatory training courses. They found the course leaders to be very flexible with allocating more time to certain areas at request. The course contents that LearnPac had designed were tailored to our workforce, which helped them improve their understanding of the subjects. The application of legislative concepts to practice was excellent”.

Sophie Hartley-Jones, OneHealth Group, Sheffield, UK

Online Training and Development for the Public Sector



“We work with various public sector organisations. Statutory and mandatory training is essential for all our placements. We used LearnPac for the blended learning environment they provide for our staff. The online statutory and mandatory training courses adequately meet our regulatory requirements. LearnPac's learning management system enabled us to manage our learners and quickly sort out compliance for our workers. The flexibility of pricing and meeting our needs with the mandatory training was beneficial.”

David Sanchez, Eden Brown Synergy, London, UK



Blended Train the Trainer Courses for Healthcare Providers

“We were looking to provide resuscitation and first aid training for clinical and non-clinical staff internally. The Mandatory Training Group stood out because they provide comprehensive blended learning solutions. Our internal trainers and facilitators were able to complete the theory training and assessments in advance. The practical sessions were packed with meaningful activities throughout the day. The lead trainers also helped us to complete training needs assessments”.

Kate McLoughlin, Nuffield Health, Bournemouth, UK

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LEARN. DEVELOP. COMPLY.

The Mandatory Training Group is the leading UK provider of accredited statutory and mandatory training courses for all sectors, including health and social care, education, local government, private and charity sectors.

We have supported over one million learners to reach their potential through e-learning courses and qualifications using our interactive online learning portal.

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