

# COMMUNICATING IN THE WORLD OF SOCIAL MEDIA

We live in a world driven by technology and every day social media assumes a more prominent role as a preferred channel of communication.

The more you know about social media platforms and how to use them effectively, the more you will benefit – both personally and professionally.

This social media course provides a strong foundation for **UNDERSTANDING** and **USING** social media in the workplace.



**TARGET AUDIENCE:** Ideally suited to Entrepreneurs or individuals who work within a Marketing, Advertising and Promotions capacity, this 6-hour online course has been developed for anyone who wants to deepen their understanding of social media and discover ways in which to use social media to **COMMUNICATE**, **PROMOTE**, and **SUPPORT** business activities.

## Features:

- Flash and audio provide animated, interactive Lesson Introductions, Activities, and Simulations.
- Flash scenarios use real world situations to illustrate course concepts.
- Streaming video scenarios illustrate real world issues and solutions discussed in the course.
- Audio accompanies each lesson page throughout the course. Speakers/Headphones are required.
- MindNotes provide printable quick-reference sheets and other files to be used as you apply your skills on the job.
- Decision Point activities allow you to work toward an outcome in an interactive environment.
- Activities allow you to apply course concepts in an interactive questioning environment.
- Exercises allow you to practice in the actual application being studied.
- A "Course Topics" list contains active hyperlinks, permitting quick access to specific topics.
- Find-A-Word allows you to look up an unfamiliar term in the Glossary, on the Web, or in a dictionary. In addition, it lets you find other occurrences of the term in the same course.
- Search text enables you to rapidly search all text within a course to easily retrieve information required.
- Modules will challenge you with a variety of question formats, including multi-step simulations, true/false, multiple choice, and fill-in-the-blank.
- A skills assessment generates a customized learning path based on the results of a pre-test.
- Bookmarking will track your progress within the course.

## MODULE 1: UNDERSTANDING SOCIAL MEDIA

This section discusses the basics of social media from its relevance in contemporary society to the various aspects that comprise social media platforms.

### Objectives:

- Define social media
- Describe the key differences between traditional and social media
- Describe the building blocks of social media platforms

### Topics:

- ⊥ The Social Media Revolution
- ⊥ Social Media versus Traditional Media
- ⊥ Social Media Building Blocks

## MODULE 2: TYPES OF SOCIAL MEDIA

This section discusses the basics of social media from its relevance in contemporary society to the various aspects that comprise social media platforms.

### Objective:

- Describe the major social media platforms

### Topics:

- ⌞ Email and IM
- ⌞ Web Forums
- ⌞ Conferencing
- ⌞ Web Logs
- ⌞ Wikis
- ⌞ Podcasts
- ⌞ Content Sharing
- ⌞ Social Networking
- ⌞ Collaboration and Content Management



## MODULE 3: SOCIAL MEDIA IN THE WORKPLACE

This section provides information on how social media can be used in the workplace to increase productivity and efficiency. This course also provides information on incorporating and enforcing social media policies.

### Objectives:

- Describe methods of enhancing work with social media
- Identify the benefits of using social media at work
- Define the need for a good social media policy

### Topics:

- ⌞ Enhancing Work with Social Media
- ⌞ Using Social Media on Company Time

## MODULE 4: SOCIAL MEDIA MARKETING AND SUPPORT

This section discusses how social media platforms can be used for marketing and support.

### Objectives:

- Describe how social media tools can be used to attract customers
- Describe how to use social media platforms to provide customer service
- Describe various ways of measuring the effect of using social media platforms

### Topics:

- ⌞ Attracting Customers with Social Media
- ⌞ Supporting Customers with Social Media
- ⌞ Measuring the Effect of Social Media

**DURATION:** 6 Hours

**ACCESS PERIOD:** 12 Months

**CERTIFICATION:** Certificate of Completion issued by The Business School of South Africa

**REGISTRATION:** [http://www.businessschool.co.za/reg\\_form.html](http://www.businessschool.co.za/reg_form.html)

**CONTACT:** 012 755 8641 / [info@businessschool.co.za](mailto:info@businessschool.co.za)



**COURSE FEE:** R 750 + VAT = R 855 pp.  
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