

SOCIAL MEDIA USE



Introduction

Social Media has rapidly become part of everyday life at home and in the workplace. This module introduces the topic of social media and provides information on the various risks and benefits, including the ethical and legal issues and appropriate and inappropriate use of social media.

Course Overview

At the end of the course, trainees will be able to:

- » Appreciate why individuals and organisations use social media
- » Recognise the benefits and risks of social media
- » Identify the legal and ethical issues associated with social media
- » Distinguish between appropriate and inappropriate use
- » Take appropriate action when using social media to safeguard yourself and your organisation
- » Use social media responsibly.

Course chapters

1. Course Introduction.

Introducing the topic, emphasising the popularity of social media in modern day businesses and it's wide spread use by both organisations and internet users.

2. An Introduction to Social Media.

This section covers the risks and benefits of social media use and examines the legal and ethical issues associated with using social media in the workplace.

3. Social Media and Your Organisation.

This section of the course provides guidance with regards to using social media whilst representing your organisation.

4. Social Media Responsibility.

In this final section you'll cover the responsibilities associated with social media including usage both within and outside of the workplace and online harassment.

Who will it benefit?

This course is designed for anyone who uses social media as part of their job, and want to learn more about social media and how to use it responsibly.

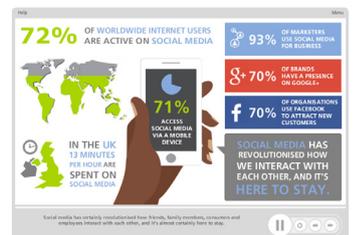
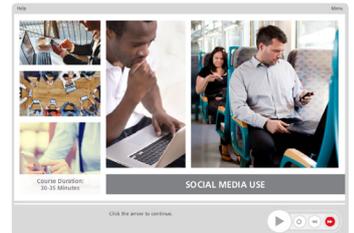
How it works?

Social Media Use is delivered online as an interactive course to each trainee on their computers, or portable device at any internet enabled location. The interactive course is engaging, informative and exciting to use. Using up-to-date, modern graphical images, users will be faced with a selection of interactive elements and mini quizzes to test their knowledge.

Users will receive informative advice and guidance and will be tested on their understanding of the subject at the end of the course by completing the compulsory self-test.

This course also features a risk checklist which asks the user a series of questions relating to their current working environment.

Course Format: Interactive
Running Time: 30-35 minutes



Technical Information

Internet Access:

Users will need a computer or apple device with a web browser and an internet connection to access Safety Media e-Learning Solutions.

Minimum Recommended Bandwidth: 2Mbps

Software:

One of the following web-browsers:

- Google Chrome
- Safari (Versions as maintained and supported by the manufacturer)
- Internet Explorer (Versions as maintained and supported by the manufacturer)

Adobe Reader or Reader DC (for viewing of PDF documents downloadable from the solution where applicable)

Plug-ins

- Flash player: Version as recommended by Adobe

Settings

- Enable JavaScript
- Allow cookies

Hardware:

Processor - 600MHz
Minimum Hard Disk Space Required - 1GB
RAM - OS Dependent

Audio

The courses contain audio, system requirements for running the courses are browser dependent. Where no enabled audio device is detected and the browser defines that this is required the user will be informed via an error message window upon launching the course.

For more information, please visit our website.

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