Social Media At Work

Almost anyone can tell you that social media usage is exploding! While there are countless examples of how social media helps to bring the world and the local community closer together, there are also examples of employees misusing social media in ways that harm the organizations they work for. At a minimum, such actions create embarrassment and unfavorable publicity; and at worst, they may lead to damaging lawsuits that can affect an organization's success and profitability.

An understanding of the *dos* and *don'ts* of using social media *at work* is essential to every employee. An organization's public image and reputation depend on how well it guides its employees to exercise good judgment when using social media, and on its ability to navigate the difficult situations that arise from social media interactions.

While using social media effectively requires caution and good judgment, it can also have significant benefits, such as creating loyal, long-term customers and improving relationships with employees, vendors, and suppliers. This **4-hour program** looks at the actions you should take—and those you should avoid—to use social media successfully in your workplace.

Course Objectives

Successful completion of this course will increase your ability to:

- ☐ Recognize the benefits of using social media in the workplace.
- ☐ Identify the various legal and ethical risks of using social media in the workplace.
- ☐ Protect your organization against legal action resulting from intentional or unintentional violations of law or policy.
- ☐ Encourage an "ambassador attitude" in employees.
- ☐ Provide guidelines that help employees make good decisions when using social media at work.

8:30 AM – 12:30 PM
Investment: $95.00

This course addresses the competencies of *Accountability* and *Written Communications*

Presenter: **Ashley Brown, M.Ed.**

Ashley Brown currently serves as Public Information Coordinator for The Center for Management and Professional Development. With over two decades in marketing, business development, as well as media and public relations, Ashley has worked with public and private sector clients to improve core messaging and brand awareness through optimal use of mainstream and digital marketing. In addition, Ashley is dedicated to improving consumer media literacy through the use of interactive social media platforms. Ashley holds a Bachelor of Arts in English Communications, and a graduate degree in Education, both from William Woods University. Her training includes a diploma in Broadcast Journalism from the former Defense Information School at Ft. Benjamin Harrison, Indiana, and certificates in Executive Leadership from the Mendoza College of Business – University of Notre Dame. She is currently pursuing her Doctorate of Education in Organizational Leadership from Concordia University of Chicago.

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