

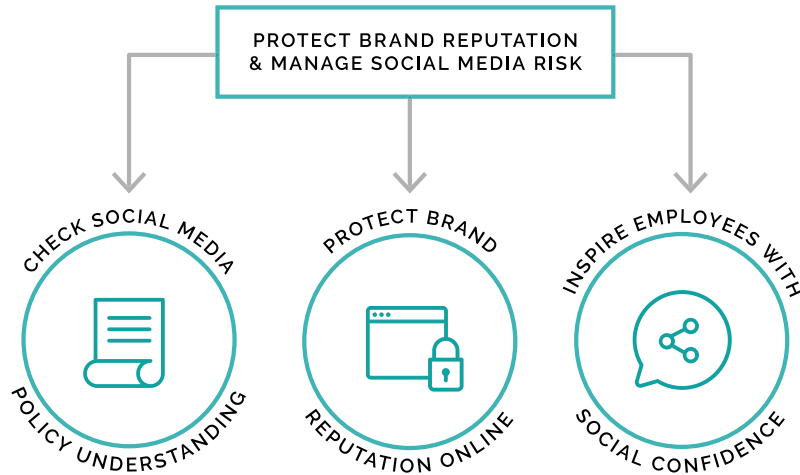
Social Practitioner Course

A course that brings your Social Media Policy to life. Scenario-based eLearning that's engaging, informative and measurable.

www.tribalimpact.com
@tribalimpact



Social Practitioner Course Overview:



“ Only 45% of employees have a clear understanding of what they should and should not do on social channels when it comes to company-related topics ”

- Altimeter Group, a Prophet Company

LEARNING OBJECTIVES

- Understand different types of social media.
- Understand the importance of managing privacy settings.
- Be aware of potential consequences and risks.
- Understand how to protect their professional and employer brands.

EXPECTED OUTCOMES

- Be able to safely and confidently participate on social media.
- Appreciation of the risks of using social media at work.
- Know when it is and is not appropriate to engage in conversations with others.
- Be able to react to different scenarios with confidence.

IDEAL FOR ORGANISATIONS THAT

- Want to increase the level of social media awareness across the workforce.
- Don't have a social media policy in place.
- Already have a policy in place but need confirmation that employees understand what it means.
- Want to provide a fun and engaging experience.

IDEAL FOR PROFESSIONALS THAT

- Are a little unsure of social media etiquette.
- Want to understand the differences between the major social media channels.
- Have been active on social media for some time but want to refresh their knowledge.

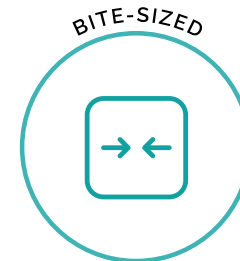
WHY CHOOSE THE SOCIAL PRACTITIONER ELEARNING PROGRAM?



Professionally designed by eLearning experts so your employees enjoy the experience of learning.



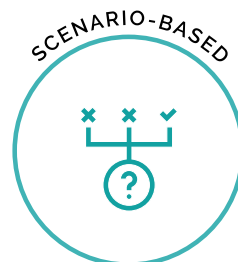
Employee-guided learning at a pace that suits them. Need more time to absorb? Be our guest.



The course is less than 20 minutes long. Just enough time to fit it into a lunch break!



Learners can dip in and out of their social media journey to fit their busy schedules.



Theory is great but without context, it's pointless. We focus on examples and learning through storytelling.



Our training is packed full of demos, checklists, templates and guides. Lots of support along the way.

TESTIMONIALS

“ Excellent to understand how social media can become effectively a new leverage for generating qualified leads .”

“ I learnt a lot more than I was expecting to, good knowledge and most importantly it was made fun, thanks! ”

Social Practitioner Course Overview:



INTRODUCTION TO SOCIAL PRACTITIONER

- **Lesson 1:**
The business/ personal divide
- **Lesson 2:**
What is social media.

THE RISKS ASSOCIATED WITH USING SOCIAL MEDIA

- **Risk Scenario 1:**
Personal IT and security risk
- **Risk Scenario 2:**
Breach of privacy and data laws
- **Risk Scenario 3:**
Confidentiality and intellectual property
- **Risk Scenario 4:**
Brand and reputation damage.

TIPS FOR MANAGING RISK

- **Lesson 1:**
Geo-tagging settings
- **Lesson 2:**
Passwords
- **Lesson 3:**
Two-step verification
- **Lesson 4:**
LinkedIn invitations.

ETIQUETTE TIPS FOR SOCIAL MEDIA

- **Overview:**
Identify yourself
- **Overview:** Be truthful
- **Overview:** Contribute
- **Overview:** Be respectful
- **Overview:** Own views
- **Overview:**
Respect opinions
- **Overview:** Be aware of permissions
- **Overview:** Don't talk financials.

SOCIAL PRACTITIONER QUIZ

- Assessment.

Ready to transform into a social business?

Contact us for more information on our Social Practitioner Course:

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Tribal Impact specialises in social media advocacy. We work with B2B organisations that are frustrated because they can no longer cut through the digital noise to reach their audience. We do this by helping them join the dots between Social Selling, Social Media Marketing and Employee Advocacy.

Learn more at www.tribalimpact.com

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