Goskills

Social Media for Working Professionals

GoSkills online course syllabus

Skill level
Beginner

Lessons
14

Pre-requisites
No prior experience needed

Video duration
38m

Estimated study time
38m 35s

Instructor
Bianca Lager

Introduction

1 Social media and the workplace

Social media has come full circle, and in today's world, it plays a crucial role in one's life.

The Social Media Landscape

2 Social media origins

Today, social media is much more than an ecosystem of social networks, but that's not always how it was.

3 More than memes

Social media encompasses a wide array of content types that vary across platforms.

4 Online behavioral trends

When it comes to social media, there are many trends for how people express themselves, which aren't always considered positive.

Social Media Mindfulness

5 Why mindfulness matters

As an employee of an organization, it's reasonable for your employer to expect that you're mindful of the image, thoughts, and beliefs you put out into the world.

6 Social media liabilities

Social media can be a really helpful tool for an organization to identify behaviors that could pose risks for their company.

7 Social media and D and I

Your company has worked hard to refine its culture and values, and it's rightfully important for them to protect it.

Data Concerns and Protections

8 ### Who's looking?

Have you ever wondered if your boss looked at your social media, and if they had, what they thought?

9 ### Privacy considerations

Depending on where you're located, you may have different rights when it comes to situations where you feel your privacy was violated.

10 ### Mistaken identity online

Cases of mistaken identity can occur, and naturally, you'll want to resolve these as quickly as you can.

Formal Screenings

11 ### Social media policies

Having a social media policy is a way to protect employees from posting things they shouldn't and organizations from wrongfully disciplining employees or violating their privacy.

12 ### Culture and values alignment

For most organizations, it is essential to ensure that employees are engaging with a positive reflection of the corporate culture and values.

13 ### Creating ethical outcomes

When an organization deploys a formal social media screening program, it gives employees an opportunity for a variety of fair and ethical outcomes.

Conclusion

14 ### Be kind

Companies have risks to consider and so do you. Be kind online, know your rights and understand expectations. Thanks for watching!

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