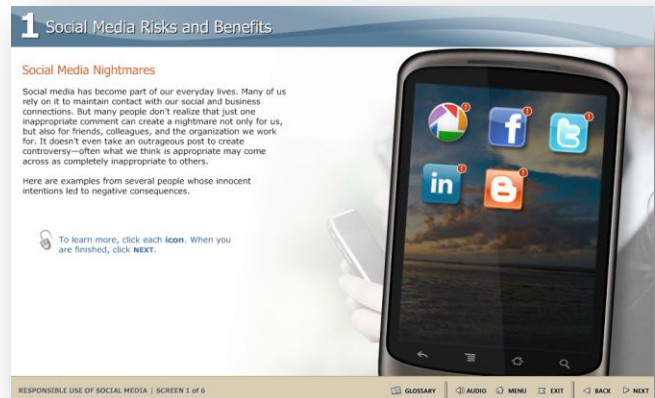


Responsible Social Media & Social Networking Training for Employees

What your employees do and say online can have significant consequences for your organization

Personal blogs, message boards, social media and social networking sites, and more... These online venues and resources are both a blessing and a curse for businesses large and small, with a myriad of benefits and potential hazards for employers and employees alike.

Social media and networking sites, such as Twitter, Facebook, and LinkedIn, have become increasingly popular venues to post opinions and network with friends and colleagues online. However, just one inappropriate comment, tweet, text, or post could instantly bring a range of legal liabilities and unforeseen consequences for both employees and their employers. These consequences can include a damaged reputation and damaged business relationships, negative publicity, lawsuits, loss of customer trust, and a loss of business or opportunity. An organization's success relies on all employees understanding these risks and acting with integrity and responsibility when using social media.



This engaging and interactive course provides essential knowledge that all employees and professionals need to protect themselves and their employers when contributing to such social forums, and develops an understanding and appreciation of the consequences of inappropriate Internet communications.

Real world scenarios vividly present the dangers and potential consequences of improper postings to public Internet forums and social media outlets, while prescriptive best practices highlight the safest path to follow. Knowledge checks reinforce learning, and employees learn the risks and how to balance their own rights and duties with those of your organization when participating in public Internet venues.



Simplified Compliance Documentation & Reporting

For compliance, the training is managed, documented, & verified through your employee training center, including certificates of completion and full compliance reporting.

Course Features

- 30-45 minutes
- Full Interactivity
- Real World Scenarios
- Premium Audio & Narration
- Certificate of Completion
- Compliance Tracking

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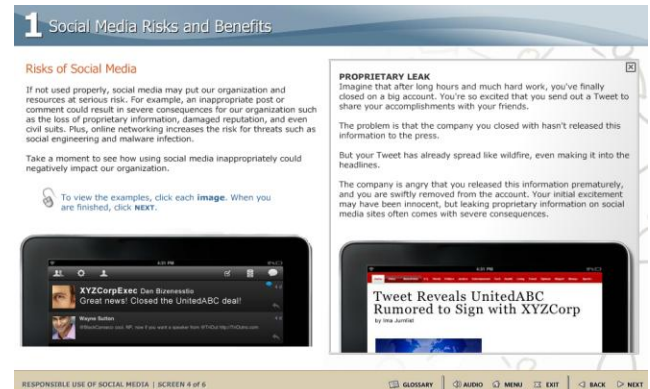
Course Topics & Outline:

Lesson 1: Social Media Risks and Benefits

- Social Media Nightmares (scenarios)
- Social Media Overview
- Benefits of Social Media
- Risks of Social Media
- Knowledge Check
- Lesson Summary

Lesson 2: Best Practices

- Your Impact
- Social Media Principles
- Personal vs. Professional Boundaries
- Applying Social Media Best Practices
- Making Your Opinion Count
- Knowledge Check
- Lesson Summary



The training concludes with a short **assessment** to verify and document the employee's understanding.

A **certificate of completion** is issued immediately upon successful completion.

- ✓ Volume training discounts, enterprise pricing, and special multi-year training pricing are available. [Learn More](#)
- ✓ **Free** employee training center accounts make delivering and managing world-class online employee training easy and affordable for every organization of every size. [Learn More](#)