



Social Media in the Workplace

SEHG-AD-9639 · Business · approx. 8 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Social media is a dynamic field with massive popularity worldwide. There is no denying that social media has shifted our communication practices, as well as traditional business. The power of social media comes from the ability to communicate to others and discover endless amounts of information instantaneously. Social media is commonly found within a workplace, whether it is for personal use or a company's account. It is important for companies to examine how social media may be affecting them, and how they can implement ways to move forward with technology, without letting it interfere with productivity. With our Social Media in the Workplace workshop, participants will gain knowledge and skills to use social media effectively and securely. Your success with social media is based on the content you share; having a good policy and guidelines can help you to achieve success with social media in the workplace.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

SKILLS & LEARNING OUTCOMES

Upon completion, the student will be able to:

- Learn the meaning of social media
- Learn different ways social media is used and altered
- Build and maintain a social media policy
- Keeping your social media secure
- Establishing rules for the social media company posts
- Discover the benefits and pitfalls of using social media

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 13 course modules
- 8 instructional videos — 8 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — The Basics of Social Media**

- Building Online Communities
- User Created Content
- Information Sharing
- Communication Tools
- Social Media Platforms
- **Module 3 — Types of Social Media**
 - Social Networking
 - Photo Sharing
 - Video Sharing
 - Blogging
 - Interactive Media
- **Module 4 — Social Media Policy Elements**
 - Adhering to Company Values
 - What Can and Cannot Be Shared
 - Nothing Offensive
 - Rules on Soliciting and Personal Posts
 - Legal and Ethic Specifications
- **Module 5 — Managing Your Policy**
 - Make Your Policy a Living Document
 - Choosing an Information Officer
 - Updates and Revisions
 - Change Management
 - New Hire Orientation
- **Module 6 — Launching a Successful Strategy (I)**
 - Setting Goals
 - Let Common Sense Guide You
 - Be Respectful
 - Consistent Image and Voice
 - Pause Before You Post
- **Module 7 — Launching a Successful Strategy (II)**
 - Be Honest and Transparent
 - Stay Real
 - Proper Grammar and Spelling
 - Anger Posts
 - Avoid Criticizing the Competition
- **Module 8 — Safe Security Practices**
 - Password Protection
 - Importance of Monitoring
 - Keep Information Confidential
 - Protecting Intellectual Property
 - Manage Your Privacy Settings
- **Module 9 — Benefits of Social Media**
 - Increases Brand Awareness
 - Builds Customer Loyalty
 - Speed and Flexibility in Communication
 - Two Way Communications
 - Social Recruitment
- **Module 10 — The Pitfalls of Social Media**
 - Cyberbullying
 - Group Think
 - Trolling
 - Permanent Posts

- Digital Distractions
- **Module 11 — Listen to Your Customers**
 - Tips for Listening
 - Value in Feedback
 - Increases Their Happiness
 - Improves Your Brand
 - Improves Product Development
- **Module 12 — Assessment**
- **Module 13 — Wrapping Up**
 - Course Summary

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-AD-9639 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.