

Using Social Media in Business for PAs, EAs and Secretaries

Overview

Learn how to use social media as an effective business tool. This course will show you how to use social media to achieve your business objectives and improve the working efficiency of you and your peers, bosses and subordinates.

Is it right for me?

This course is suitable for PAs, secretaries and administrators who want to understand more about how to use social media to improve their work performance.

What will I learn?

By the end of this course you will be able to:

- Use the social media platforms to improve your work performance and make your working life run more smoothly
- Understand the way in which online communities are built
- Develop a personal profile using social media
- Understand the most appropriate social media platform to use in different situations
- Increase the working efficiency of those around you; peers, bosses and subordinates

What will it cover?

- Building on your Social Media Understanding
- Review your existing knowledge
- Applying your existing knowledge to your work
- New world, new language, new rules & new competitors
- What's Your Strategy?
- Exploring the role social media plays in your business life
- Strategy building exercise
- Using Social Media to Enhance Your Personal and Company Presence
- Building a profile
- Career development
- Networking
- Seeking suppliers
- Job searching
- Company/brand development
- Customer engagement
- Ecommerce
- Building communities
- Online promotion
- How to Build a Profile
- Posting comments, joining groups and creating content
- Building a profile exercise
- The Different Social Media Channels
- Facebook vs LinkedIn vs Twitter
- When to select the most appropriate platform

- What about the rest? Youtube, Pinterest, Instagram, Tumblr, Flickr, Google +
- Using multi-platform media for maximum engagement
- Using Social Media to Support Business Tasks
- Career planning and job/candidate searching
- Customer engagement on social media
- Ecommerce and social media
- Broadcasting on social media
- Seeking out suppliers on social media
- Online promotion
- Putting the plan together – exercise
- What channel works best for each of the above and why? – exercise
- Reviewing the best media for each application
- Social Media Networking
- Networking exercise – group activity
- Action Plan
- Create a personal action plan

Further courses to consider

You may also like : [Developing Content for Digital Marketing](#)