Social Media for Professionals

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Social media is a powerful tool for supporting your professional activities. It can help you build networks, enhance organisational processes and work practices and boost your personal career development.

If you’ve ever wanted to exploit the power of social media but didn’t know where to start, this course is for you. You’ll consider how social media can help you achieve your own professional goals, explore some of the most common social media platforms and discover how other organisations and individuals use social media in a professional context. You’ll develop your own personal social media brand, start to build an online professional network and discover diverse new sources of specialist information. Finally, you’ll consider how social media can be used for marketing, organising events or managing collaborative and remote-working projects. Throughout, you’ll access targeted information delivered across a range of blogs and social networks.

Social Media for Professionals is part of our peer-enriched learning suite of learning. Peer-enriched learning courses stimulate intelligent dialogue and debate and provide a valuable and evolving resource of professional knowledge and experience. These courses are topical, practical and highly relevant to today’s changing market. Each module is split into two activities: Understanding the issues and Putting it into practice. The first encourages learners to think about a topic, drawing on their own professional experience and knowledge. The second helps learners to put ideas and/or theories into practice as part of their day-to-day work.

Social Media for Professionals enables the learner to:

Define your own professional goals in using social media
Identify the most personally relevant social media platforms and tools
Appreciate the importance of social media etiquette and appropriate privacy settings
Use social media to stay up-to-date
Develop your personal social media brand

Build an online professional network
Monitor the effectiveness of your social media activity
Avoid information overload
Integrate social media as a tool within your wider organisational practices

Topics
Introducing social media and social networking
• Web 2.0 and the semantic web
• Social media as a concept

• Social media platforms
• Social networking
• Privacy and openness
Management Generally
- Using social media for business
- Defining your goals
- Choosing your platforms
- Presenting yourself
- Setting up your network

Staying informed
- Using social media to keep up-to-date
- Following blogs
- Joining group
- Using social media clients
- Avoiding information overload

Building relationships
- Using social media to spark new relationships
- Social media etiquette

- Virtual vs. real world networking
- Monitoring success
- Building your personal brand

Extreme social media
- Social media for marketing
- Social media projects
- Social media events
- Physical tracking
- Virtual worlds

Target audience
This course is aimed at professionals who want to integrate social media into any level of their work life