

Introduction to social media

Twitter, YouTube, Facebook, LinkedIn – it's increasingly difficult to remember a time before social media platforms like this existed. They are ever-present in society nowadays and the boundaries between how we use them at home and at work are becoming increasingly blurred. Regardless of what you think about such channels personally, they represent a valuable means of communicating, sharing ideas and gathering information. As the Civil Service embraces more and more digital technology, the importance of social media cannot be underestimated.

Description

This topic will help you appreciate how powerful a tool social media can be and what it can be used for within the Civil Service. Bearing in mind how individual platforms may come and go out of fashion, you'll consider the different types of platforms, covering everything from blogging and media sharing.

What does it involve?

This digital topic commences with a short quiz to assess your current social media knowledge, followed by 4 short, online tutorials. These will consider the importance and reach of social media as well as exploring real-life case studies, showing the impact social media can have on an organisation, both positively and negatively. You'll also investigate the different types of social media platforms, the audiences they appeal to and the most appropriate uses for those platforms. Along the way, you'll be given plenty of tips on how to get the most out of your own social media activity.

These tutorials will be followed by another short quiz and a case study on social media usage in the Civil Service. There is also a video on how the data which social media can generate can be used to gain customer insight. Subsequently, you'll be encouraged to discuss how you and your team can make the most of social media in your day to day activities.

What's the outcome?

Completing this topic will show you how to use social media to your advantage at work. Identifying how the different platforms work will allow you to create content which works across multiple channels. You'll also know how to monitor and evaluate the social media activity you're responsible for. Most importantly, you will be able to engage your customers in direct, two-way communication.

Learning activities



Online
resources



Online
tutorial



Self
assessment

Estimated learning time:
1 hour 30 minutes

How to book

learn.civilservice.gov.uk

0203 640 7985
support@governmentcampus.co.uk

Price band: Free