

Social Media



This module will enable Candidates to develop their knowledge and skills in using social media resources effectively both in their personal and professional lives. Candidates will understand why organizations use social media and be aware of the resources necessary for an organization to use social media tools effectively and safely.

Syllabus

The Syllabus sets out the specific knowledge and skills that make up this module, as informed by input from subject matter experts from a wide range of computer societies and organizations.

[Download the Social Media Module Syllabus \(PDF\)](#)

[Download the Social Media Module Datasheet \(PDF\)](#)

On completion of this module the candidate will be able to:

- Know the fundamentals of creating and managing social media presences on common social media platforms both for personal and business purposes.
- Understand how different social media platforms can be used by organizations to target different audiences,
- Understand how various social media platforms can be used to promote their organization as well as its products and services.
- Be aware of the responsibilities associated with the safe use of social media and will be aware of privacy and data protection issues
- Appreciate the importance of managing online reputation and will understand the need for organizations to have a social media online reputation plan.
- Know how to develop a simple social media policy document for an organization to monitor online conversations.
- Understand how to prevent a social media crisis and how to respond to such a crisis.

What are the benefits of this module?

- Covers the skills needed to understand the main concepts relating to social media.
- Certifies best practice in effective use of social media.
- Developed with input from social media users, subject matter experts and practicing social media professionals from all over the world. This process ensures the relevance and range of module content

Syllabus Overview:

CATEGORY	SKILLSET
New Opportunity	New reasons New ways
Plan	Apply New ways
Go social	Social Networks Facebook Google+ Twitter Blogger Video Linkedin
Other	Delicious Flickr Pinterest Infographics Podcasting
Awareness Influence and Policies	Awareness Influence Policies

COURSE SCHEDULE

ICDL Social Media

Length Days: 4 | Length Hours: 16

Start Date	Time	Location	Enroll
Jul 26, 2016	8:30 AM - 12:30 PM	Dubai, U.A.E.	Enroll
	1:30 PM - 5:30 PM		
Aug 15, 2016	8:30 AM - 12:30 PM	Dubai, U.A.E.	Enroll
	1:30 AM - 5:30 PM		