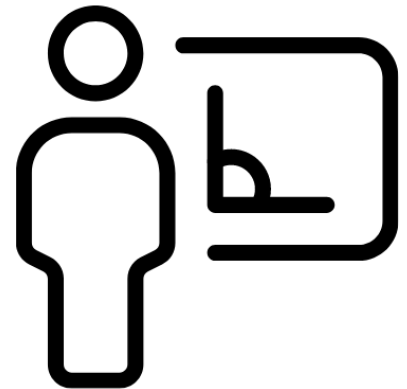


# Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



*Social media is about sociology and psychology rather than technology.*

*Brian Solis*

## Module Two: What is Social Media?



Social media is actually a combination of terms: media means communications and social means interactive and personal. It is commonly associated with digital forms of communication since it allows more interaction from a larger audience. Sites that use social media differ from regular web sites in that while they offer you information, they also allow you to interact with them, whether it's to leave a comment or sharing a common interest. Social media performs like a two-way street of communication – it allows you to receive information while giving you the chance to communicate back.

## Online Communities



An online community is commonly a website or online forum where a group of people come together to share a common interest or ideas. They often include some form of membership, such as a fee or username. In an online community, members have a chance to share interests, such as stories or photos and allow other people to comment or share their opinions. It also allows them to share comments about anything they choose to share. Since members normally need a username or screen name, all activity is usually tracked and monitored.

Common types of online communities:

- Blogs
- Chat rooms
- Online photo galleries
- Social networks, such as Twitter or Facebook

Estimated Time	10 minutes
----------------	------------

<b>Topic Objective</b>	Discuss the different types of online communities.
<b>Topic Summary</b>	Online Communities Discuss the different types of online communities and the benefits they offer.
<b>Materials Required</b>	01-Identifying Online Communities
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the worksheet individually. Share your answer with the rest of the class.
<b>Stories to Share</b>	Share any relevant personal stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	How do online communities gain members?

## User Created Content



Many websites are created by a company or person who supplies all of the content and material for everyone to see or use. But user created content generally refers to material posted on websites or social networks that is made and produced by the users of the website itself. Users are able to post or write pieces with certain expertise, and in turn other users or visitors can evaluate what was posted, make suggestions, or leave general comments. It can appear amateur at times, but it is widely accepted by people with common interests. One of the most popular examples of a user created content site is Wikipedia, where anyone can write or post articles for informational purposes, but it usually carries a warning that certain statements are not verifiable or may need more facts.

<b>Estimated Time</b>	5 minutes
<b>Topic Objective</b>	Discuss and review the various types of user created content
<b>Topic Summary</b>	User Created Content Discuss and review the various types of user created content sites and how they differ from other websites.
<b>Materials Required</b>	Flipchart/dry erase board, markers

<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Ask the class to identify what user created content is and ask why it is different from content produced by an outside author. Ask them if they can name any popular websites that feature user created content more than just author created content. Write their answers on the flip chart or dry erase board
<b>Stories to Share</b>	Share any relevant personal stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What are some other examples of user created content sites?

## Information Sharing



By definition, information sharing is an exchange of data or knowledge between various organizations, people, or technologies. In social media, this generally means people can share pieces of information, such as photos or videos, editorials and opinions. They are normally posted to various websites, either on their own or a friend's, so that many people can share the content they have posted. Billions of people across the globe share information every day, either directly or indirectly.

### Types of information sharing

- Sharing by individuals – such as sharing photos on Facebook or Tumblr.
- Sharing by organizations – such as sharing an RSS feed for various news reports or articles.

<b>Estimated Time</b>	10 minutes
<b>Topic Objective</b>	Discuss the different forms of information sharing.
<b>Topic Summary</b>	Information Sharing Review the various ways people can share information via social media sites.
<b>Materials Required</b>	02-Methods of Information Sharing
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the handout individually. Share your answer with the rest of the class.

<b>Stories to Share</b>	Share any relevant personal stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	How can information sharing vary between individuals and an organization?

## Communication Tools



Online communication tools are any application that allows people to communicate, either by one-on-one or in a group session. They work by capturing, storing, and presenting various forms of communication. This can be done by text, such as chat rooms or emails, or by video and photos, such as video chat or photo-blog.

Interactive tools allow constant exchanges and interactions between people, including status options, emoticons, and video captures. Communication tools focus on establishing and maintaining a connection between people in a variety of ways since everyone communicates differently.

Common online communication tools:

- Instant messaging
- Blogs
- Forums or message boards
- Text chats

<b>Estimated Time</b>	10 minutes
<b>Topic Objective</b>	Discuss and review the various types of online communication tools.
<b>Topic Summary</b>	<p>Communication Tools</p> <p>Discuss the various types of online communication tools and why people choose to use them.</p>
<b>Materials Required</b>	Flipchart/dry erase board, markers
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Ask the class to name some of their favorite online communication tools. Tell them to identify some of the features of each one and why they choose to use them. Write their answers on the flip chart or dry erase board

<b>Stories to Share</b>	Share any relevant personal stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	How do online communication tools cater to everyone?

## Case Study



Carrie was trying to find a better way to communicate with her clients that were in another state. She knew that emails were too slow and phone calls were a challenge to setup. She went online and researched various forms of social media she could use. She found a website that allows them to exchange instant messages at any time and one forum where they could share ideas and topics about their upcoming projects. Carries was able to send instant message any time with her clients and speak with them instantly when she needed to. The forum was set up for the whole team to see, so any photo, video, or article that someone contributed could be viewed and commented on by everyone. With these tools, Carrie was able to successfully finish the project without sacrificing valuable communication.

<b>Estimated Time</b>	5 minutes
<b>Topic Objective</b>	Outline the What is Social Media? case study
<b>Topic Summary</b>	Case study Review the various forms of social media.
<b>Materials Required</b>	None
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Discuss the results of the case study. What would Carrie have to do differently if she couldn't use social media?
<b>Stories to Share</b>	Share any relevant personal stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	How did social media benefit Carrie?

## Module Two: Review Questions

1.) Which of the following is an example of an online community?

- a) An online chat room
- b) An email message
- c) An online article about bugs
- d) An automatic computer reminder

An online chat room is an example of an online community because it is a place that allows people to come together and talk together online.

2.) Online communities usually require what?

- a) A credit card
- b) A friend referral
- c) A username
- d) A phone number

Online communities usually require that a person establish some kind of username to use when talking to people. This is normally done for security reasons.

3.) How is user created content different than content on other sites?

- a) User created content is more fun to read
- b) User created content is created by a panel of people
- c) User created content is created by the owner of the site
- d) User created content is always copyrighted

User created content is normally completed by the owner of the site and is generally the only publisher. Other sites often use material from various writers and bring them together in one place.

4.) Which of the following is considered user created content?

- a) An online weather report
- b) A newspaper website
- c) An online chat room
- d) A blog

A blog is considered user created content because the owner of the blog is usually the one who writes and publishes the content for the site.

5.) What is one example of information sharing by individuals?

- a) Writing an article on a blog
- b) Posting vacation pictures in an online photo gallery
- c) Writing an email to a friend
- d) Giving your address to the delivery man

When someone posts or uploads photos to a gallery or webpage, this is a form of information sharing because they are loading their photos to a public source where they can be shared by other people.

6.) How is information usually shared online?

- a) By people copying/pasting/posting information to various other sites
- b) By people clicking on it several times
- c) By people verbally telling someone else about it
- d) By people ignoring the content

When information is shared, it is usually due to people taking information (such as a photo or article) and sharing it to another site somewhere online, such as copying and pasting it or saving it to upload somewhere else.

7.) What is one form of an online communication tool?

- a) Online banking
- b) Snail mail
- c) Fax message
- d) Email

Email, or electronic mail, is one form of an online communication tool because it allows people to communicate back and forth over the internet. It can be done through an independent provider, such as AOL, or through an individual application site, such as Facebook.

8.) How does an online communication tool connect people?

- a) It allows people to see you
- b) It allows people to exchange and interact
- c) It allows people to know where you are
- d) It allows people to tell you where they are

Online communication allows user to exchange messages and interact with each other on a faster level than they normally would, which is why it is growing in popularity.



9.) How did Carrie decide to share photos and videos about the project?

- a) An online forum
- b) An online blog
- c) An online chat room
- d) A linked email

Carrie decided to use an online forum to post photos and videos of the projects since it allows for everyone to view and comment on them.

10.) Why was Carrie looking for various social media tools?

- a) She didn't want to leave the office
- b) Her office computer wasn't fast enough
- c) Her clients were out of state
- d) She was working from home

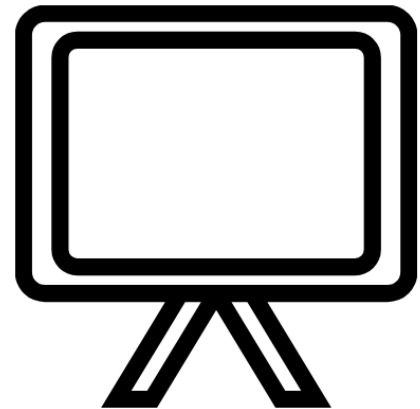
Carrie researched various forms of social media to find the best way to communicate with her clients that were out of state.

# PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





## MODULE TWO

# What is Social Media?

Social media performs like a two-way street of communication – it allows you to receive information while giving you the chance to communicate back.



## Online Communities

---

Blogs

Chat rooms

Online photo galleries


Social networks, such as Twitter or Facebook

## User Created Content

---

Many websites are created by a company or person who supplies all of the content and material for everyone to see or use.





## Information Sharing


Sharing by individuals

Sharing by organizations

The image features a magnifying glass on a yellow background. To the right, the title 'Information Sharing' is underlined. Below it, two red arrows point in opposite directions. The left arrow is labeled 'Sharing by individuals' and the right arrow is labeled 'Sharing by organizations'.

## Communication Tools

- Instant messaging
- Blogs
- Forums or message boards
- Text chats



The image shows a desk setup with a laptop, a cup of coffee, glasses, and a notebook. The laptop screen is blank. The coffee cup is on a saucer. The glasses are on a yellow notebook. The desk is wooden and next to a window with flowers.

## Practical Illustration



- Online Communities
- User Created Content
- Information Sharing
- Communication Tools

## Module Two: Review Questions

1. Which of the following is an example of an online community?

A. An online chat room

B. An email message

C. An online article about bugs

D. An automatic computer reminder

# Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.





# Social Media in the Workplace

## Quick Reference Sheet

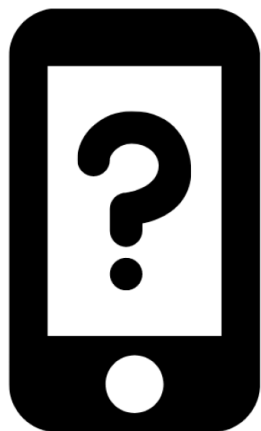


### Nothing Offensive

One of the most common rules of a social media policy is that employees and users are not to post any kind of content that can be offensive to other parties. Posting offensive material can cast a bad light on the company and give the public the wrong impression.

#### Common materials that may be offensive:

- Discriminating material
- Nude or sensual photos
- Posts with crude or graphic language
- Religious or political information



### Password Protection

One of the most common rules for using the internet is to keep your password protected. When creating a new password, guidelines usually suggest making the password between 8-15 characters, including a number and upper/lower case letters. This helps protect against password hacking, as it provides a better layer of security and a challenge to crack. Once you have created your password, do not write it down or give it to someone directly; keep your password secure and offer to type it in yourself if prompted.

Most importantly with social media sites, remember to uncheck the box that usually reads 'Remember me' or 'Keep me logged in' that is visible when you sign in. This box stores your login name and password, making it easier for online hackers to steal passwords and invade your profile. This feature also keeps you logged in even after you have left, which can allow someone else to post as you or alter your profile information.

#### Password Tips:

- Passwords should be complex and hard to guess – about 8-15 characters long with numbers
- Change passwords every so often to ensure they are safe
- Never give your password to any site to someone directly
- Do not use the 'Remember me' or 'Keep me logged in' features



## Pause Before You Post

One of the best tools to prevent negative consequences to the company is to stop and think about something before you post it. Before posting a photo or new article, think about how it will affect you and your employer. Will it appear negative or offensive? Is it something you should be sharing online? If there is any doubt in your mind, don't post it.

When replying to a post, or making a follow-up remark, think twice before making angry comments or criticizing others. Take a moment to think about what you want to say, and repeat it to yourself over and over again. Does it still sound like a good idea? Again, if you have any doubt or second-thoughts, refrain from posting it.

Things to ask yourself before posting:

- How will this make me look?
- How will this reflect on the company?
- Will this breach company policy?
- Will I be sharing any unnecessary information?



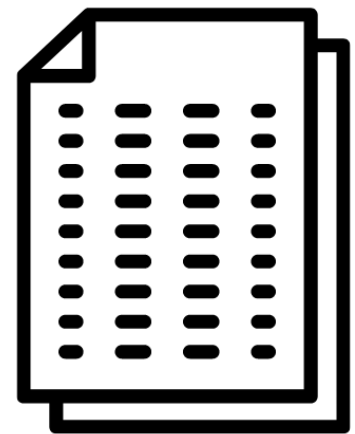
# Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



## Worksheet 1: Identifying Online Communities

On this worksheet, list how positive thinking and encouragement can help turn an anxious situation around.

1.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Worksheet 2: Methods of Information Sharing

Use the space below to identify different methods of information sharing online.

Method #1:

---

Method #2:

---

Method #3:

---

Method #4:

---

Method #5:

---

# Icebreaker One: The 10 Minute Challenge

## PURPOSE

It will help introduce the topic of time management in a fun, non-confrontational manner.

## MATERIALS REQUIRED

1. Flip chart paper
2. Markers
3. Timer or watch
4. Craft supplies if desired (colored paper and pencils, glue, sparkles, etc.)

## PREPARATION

Write out the following list on a piece of flip chart paper. Ensure that it stays covered until the end of the activity explanation.

5. Do a lap around the room (5 points)
6. Create something for the instructor to wear, such as a hat or tie (10 points; bonus 5 points if the instructor actually wears it)
7. Find out something unique about each person on the team (5 points)
8. Sing a song together (15 points)
9. Make a paper airplane and throw it from one end of the room to another (10 points)
10. Get everyone in the room to sign a single piece of paper (5 points)
11. Count the number of pets owned by your group (20 points)
12. Assign a nickname to each member of the team (5 points)
13. Create name cards for each team member (5 points; bonus 5 points if you use your team nicknames)
14. Make a tower out of the materials owned by your group (10 points)
15. Convince a member of another team to join you (20 points)
16. Name your team and come up with a slogan (5 points for the name, 5 points for the slogan)
17. Re-create the sounds of the Amazon rainforest with the sounds of your voices (10 points)
18. Make a list of what your team wants out of the workshop (15 points)
19. Form a conga line and conga from one end of the room to another (5 points; bonus 10 points if anyone joins you)

You can customize this list as you wish; just make sure there is a point value (which is completely up to you) assigned to each item.

You will also want to create a scoreboard matrix on flip chart paper that looks like this:

	TEAM 1	TEAM 2	TEAM 3
TASK 1			
TASK 2			
TASK 3			
TASK 4 (AND ON...)			
TOTAL			

This should stay hidden until the end of the activity.

#### EXPLANATION

Divide participants into teams of five to eight. Unveil the numbered list of tasks. Explain that they have ten minutes to collect as many points as possible. They must be safe and they only have ten minutes!

#### ACTIVITY

Give participants ten minutes to perform their tasks, and enjoy the show! After ten minutes, add up their points using your pre-designed matrix and announce the winner. Keep the list of tasks; you may want to tape it to the wall.

#### DEBRIEF

After the activity, discuss learning points. Possible discussion topics include:

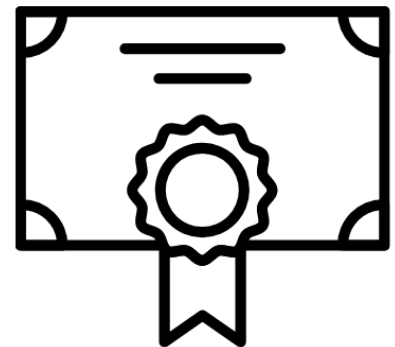
20. How did teams decide what tasks they wanted to do? Most groups will analyze the time the task will take and/or the difficulty level, compare it with the value (possible number of points), and prioritize as a result. We do this when managing our time, too: we often choose the high-yield, low-effort tasks over the low-yield, high-effort tasks (and rightly so!).
21. Were any decisions based on task dependencies? For the name card task, for example, teams received bonus points if they used team nicknames. Performing these two tasks together would triple the points received. This often happens in life, too – batching tasks increases your results exponentially.
22. What group dynamics came into play? If participants knew each other before, they may feel more comfortable performing a personally risky activity, like singing a song. This comes into play when prioritizing tasks, too; we're more likely to stay within our comfort zone, especially if we're working in a team.

23. What skills came into play? For example, several tasks involved creativity and artistic skills. Did teams find out whether any members had artistic talent before deciding to do the task?
24. What additional information did you ask for? How did that affect your approach? Some groups will catch on to the fact that there is no rule that the whole group must perform every task, and will divide their resources and achieve more points as a result. The lesson to learn here is that you need all the information you can get before prioritizing tasks and making a plan. Some teams may have even realized this partway through the activity and adjusted their approach as a result. Kudos to them!
25. Did ethics come into play? Although “stealing” another team member was worth a lot of points, some teams are uncomfortable with the idea and avoid this task.

# Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.





CERTIFICATE OF COMPLETION

**[Name]**

*Has mastered the course  
Social Media in the Workplace*

Awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Presenter Name and Title

\_\_\_\_\_