



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 organisations use social media and be aware of the resources necessary for an organisation to use social media tools effectively and safely.

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 organisations to target different audiences.
- Understand how various social media platforms can be used to promote their organisation 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 organisations to have a social media online reputation plan.
- Know how to develop a simple social media policy document for an organisation 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.

HOW DO I GET STARTED?

To find out more about this module, please visit

www.icdlarabia.org/modules-social-media

To locate your nearest accredited test centre, please visit

www.icdlarabia.org/find-test-centre

SYLLABUS OUTLINE

CATEGORY	SKILL SET
New Opportunity	<ul style="list-style-type: none"> • New reasons • New ways
Plan	<ul style="list-style-type: none"> • Apply • Resource
Go social	<ul style="list-style-type: none"> • Social Networks • Facebook • Google+ • Twitter • Blogger • Video • LinkedIn
Other	<ul style="list-style-type: none"> • Delicious • Flickr • Pinterest • Infographics • Podcasting
Awareness Influence and Policies	<ul style="list-style-type: none"> • Awareness • Influence • Policies

