



Social Media in the Workplace

GLOBAL COURSEWARE

Getting Started

People love to stay connected, so it's no wonder that social media sites continue to grow in popularity.

Companies should examine how this media is affecting them and how they can implement ways to move forward with technology.

Workshop Objectives



- Learn the meaning of social media
- Learn different ways social media is used and altered
- Build and maintain a social media policy
- Keeping your social media secure



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Social media is about sociology and psychology rather than technology.

Brian Solis

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

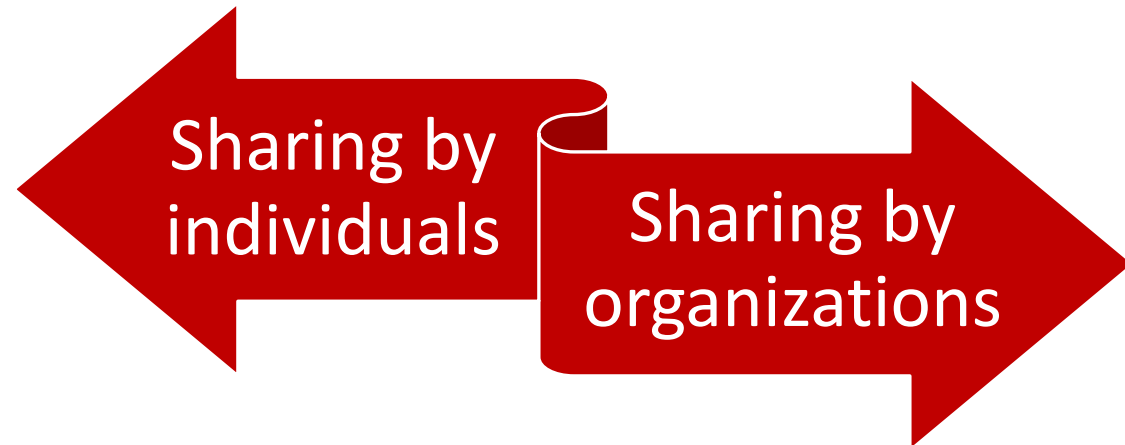
User Created Content

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



Communication Tools

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



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

Module Two: Review Questions

2. Online communities usually require what?

A. A credit card

B. A friend referral

C. A username

D. A phone number

Module Two: Review Questions

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

Module Two: Review Questions

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

Module Two: Review Questions

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

Module Two: Review Questions

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

Module Two: Review Questions

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

A. Online banking

B. Snail mail

C. Fax message

D. Email

Module Two: Review Questions

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

Module Two: Review Questions

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

Module Two: Review Questions

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



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*As social media becomes more prevalent, there will be blunders.
We are in experimental mode right now.*

Steve Hall

MODULE THREE

Defining Your Social Media Policy (I)

Once the basics have been established, you can move toward the specific points of the plan and form a policy that will benefit everyone involved.



It Should be a Living Document

As new laws come into effect or new regulations are made, the rules of social media and information sharing will not remain stagnant.

Choosing an Information Officer

The information officer often works on a committee that helps address the needs of a policy.





What Can and Cannot Be Shared

- Customer or client lists and information
- Company secrets or insider information
- Company projects or assignments

Legal and Ethic Specifications

- Inappropriate or offensive content
- Online harassment or discrimination
- Keeping online records



Practical Illustration



- It Should be a Living Document
- Choosing an Information Officer
- What Can and Cannot Be Shared
- Legal and Ethic Specifications

Module Three: Review Questions

1. Why would a company use a living document for creating a social media policy?

A. Living documents can be changed/updated regularly

B. Living documents are more accurate

C. Living documents can be discarded when needed

D. Living documents are shorter in length

Module Three: Review Questions

2. A living document is based upon what?

A. Current events

B. Employee satisfaction

C. Changing or ongoing
information

D. Customer opinions

Module Three: Review Questions

3. What is an information officer?

A. A person who knows a lot of information

B. A person who is able to write tickets

C. A person who is charge of the reference library

D. A person who is usually in charge of a living document

Module Three: Review Questions

4. An information officer can work in a group or _____.

A. At home

B. Individually

C. In another office

D. In a uniform

Module Three: Review Questions

5. What is important to remember when stating what can/cannot be shared online?

A. Use lengthy words

B. Give generic example

C. Use details and be specific

D. Give a list of consequences

Module Three: Review Questions

6. What is one example of something that should not be shared online?

A. Company client list

B. An employee's business contact number

C. The company's address

D. Store hours for walk-in clients

Module Three: Review Questions

7. Which of the following is an example of doing something unethical online?

A. Offering advice to another blog member

B. Giving your phone number to a friend over chat

C. Harassing or bullying someone

D. To send a company an angry complaint

Module Three: Review Questions

8. Which of the following is an example of doing something illegal online?

A. Stealing a company's copyrighted logo

B. Arguing with a friend in a chat room

C. Sending a compliment email to a company

D. Using your credit card to buy something online

Module Three: Review Questions

9. Why was Danny revising the social media policy?

A. He thought the wording sounded wrong

B. A new social media website was revealed

C. Another member said they forgot to add something

D. He wanted to make it shorter

Module Three: Review Questions

10. What was one issue Danny's team addressed about the new social media site?

A. What they should call the new site in the policy

B. What employees should use as a username

C. What they should block on the computers

D. What employees could share on it



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Monitor, engage, and be transparent. These have always been the keys to success in the digital space.

Dallas Lawrence

MODULE FOUR

Defining Your Social Media Policy (II)

Creating a social media policy can be considered a work of art since it is often hard to explain at first and takes several attempts to reach what you want to accomplish.



New Hire Orientation

When introducing new employees to the workplace, one of the most important things to familiarize them with is the social media policy.

Let Common Sense Guide You

- Double check what you plan to share
- Proofread your posts
- Use discretion when posting photos or videos





Nothing Offensive

Discriminating material

Nude or sensual photos

Posts with crude or graphic language

Religious or political information

Rules on Soliciting and Personal Posts

When at work, employees need to portray themselves in a professional manner, both in person and online.



Practical Illustration



- New Hire Orientation
- Let Common Sense Guide You
- Nothing Offensive
- Rules on Soliciting and Personal Posts

Module Four: Review Questions

1. When is the best time to introduce the social media policy to new hire employees?

A. In the interview

B. After their first review

C. During an orientation period

D. After their first mistake

Module Four: Review Questions

2. Which of the following should be reviewed to new employees regarding social media?

A. What they can wear on Fridays

B. What can or cannot be posted

C. What their login name is

D. What sites the company likes to use

Module Four: Review Questions

3. Which of the following is an example of a 'common sense' rule?

A. Posting to a blog you are a member of

B. Express upload your photos

C. Chatting with someone who also enjoys music

D. Proofread what you post

Module Four: Review Questions

4. Using common sense when posting on a social media site reduces what?

A. Errors or mistakes

B. Long paragraphs

C. Bad font color

D. Short entries

Module Four: Review Questions

5. Posting offensive material can do what to a company?

A. Make it more popular

B. Increase customer base

C. Give it a negative image

D. Give it higher ratings

Module Four: Review Questions

6. Offensive material is generally determined by whom?

A. The poster

B. The viewer

C. The moderator

D. The CEO

Module Four: Review Questions

7. Which of the following could be considered a personal use post?

A. An article about your company's latest community project

B. An ad for an opening in the marketing department

C. A photo of the accounting team from an office party

D. An ad for a dog you are selling

Module Four: Review Questions

8. Which of the following could be considered a soliciting post?

A. A photo of you next to an article you wrote

B. An ad to help raise money for your child's fundraiser

C. An ad for donations to the company canned food drive

D. An article about the CEO's quarterly report

Module Four: Review Questions

9. What was one thing Paula advised the new hires about when using social media sites?

A. To post things anonymously

B. To create two accounts when posting something online

C. To use common sense about what they post

D. To post things after work only

Module Four: Review Questions

10. Why was Paula meeting with the newly hired employees?

A. To review the company's social media policy

B. To print their new badges

C. To review the company's dress code policy

D. To give them their computer login codes and passwords



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When you give everyone a voice and give people power, the system usually ends up in a really good place.

Mark Zuckerberg

MODULE FIVE

Creating a Living Document

Social media is constantly changing and being updated, so your social media policy should keep up.



What is a Living Document?

If the policy were a static document, it would have to be discarded and rewritten every time an update or change needed to be added.

How Often is it Revised?

- Daily, weekly, monthly
- On a scheduled basis
- On an as-needed basis





Who Will Be in Charge?

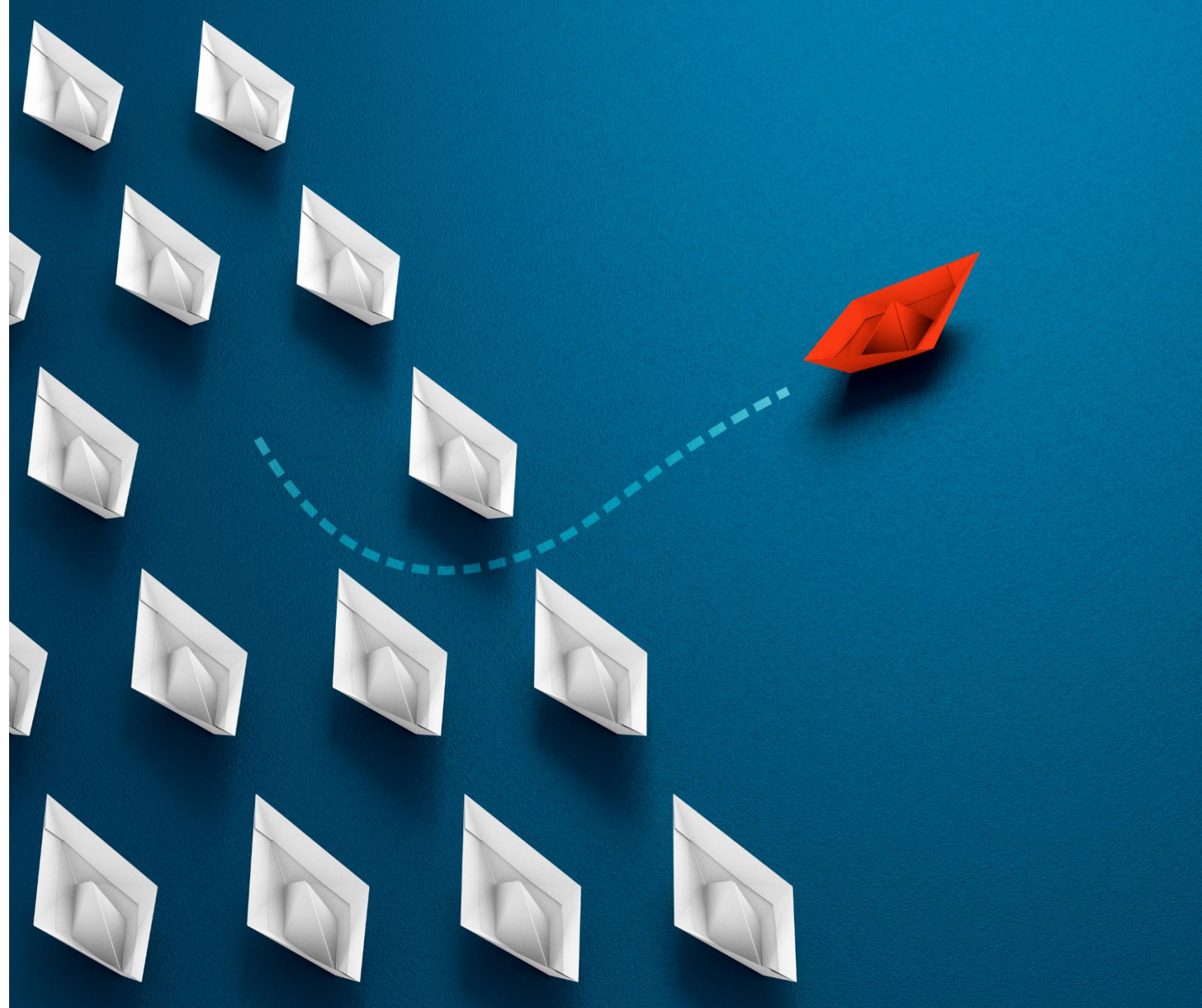
Who will perform these tasks in an effectively?

Who is dependable to accomplish the job with little supervision?

Who work well individually as well as on a team?

Change Management

One of the key factors in making sure your living document has an effective change management process.



Practical Illustration



- What is a Living Document?
- How Often is it Revised?
- Who Will Be in Charge?
- Change Management

Module Five: Review Questions

1. What is a living document?

A. A document that can move on its own

B. A document regarding employee benefit

C. A document that is skin colored

D. A document that is constantly updated and or revised

Module Five: Review Questions

2. If a living document is not updated or revised, it becomes what?

A. Obsolete

B. An antique

C. Withered

D. An example

Module Five: Review Questions

3. Updating or revising a document is based on what?

A. What the CEO says

B. Recent changes or updates

C. An employee's opinions

D. Elapsed time

Module Five: Review Questions

4. What is one scheduled option a company uses to update its living documents?

A. On the full moon

B. As needed

C. Annually

D. On bank holidays

Module Five: Review Questions

5. Who is usually in charge of a company's living document(s)?

A. The marketing department

B. Every employee

C. The CEO

D. The information officer

Module Five: Review Questions

6. The person in charge of the company's living document(s) should be able to _____?

A. Calculate figures quickly

B. Remember employee names

C. Work well with others

D. Say the alphabet backwards

Module Five: Review Questions

7. Change management is a(n) _____ done by a trained group of people.

A. Complex process

B. Fun project

C. Phone call

D. Email notice

Module Five: Review Questions

8. Change management procedures and processes
_____ for every company.

A. Do nothing

B. Vary

C. Stay the same

D. Look alike

Module Five: Review Questions

9. Why did Janet want to speak with Jim?

A. She had questions about the company's dress code policy

B. She wanted to make a complaint about a manager

C. She wanted to request some additional time off

D. She had suggestions for changes to the company's social media policy

Module Five: Review Questions

10. What was the first thing Jim said he would do with Janet's suggestions?

A. He would send them to the information officer

B. He would bring her suggestions to their scheduled meeting

C. He would email them to his supervisor

D. He would review with her at a later time

A white king chess piece stands prominently in the center of a dark chessboard. The board's squares are visible in a grid pattern. The background is dark, and the lighting highlights the piece. A white horizontal line is positioned above the quote text. To the left of the quote, there are two white slanted bars representing a quotation mark.

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The beauty of social media is that it will point out your company's flaws; but the key question is how quickly you address these flaws.

Erik Qualman

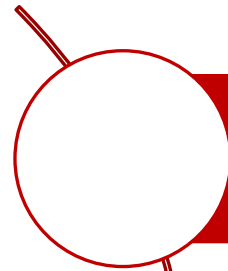
MODULE SIX

Keeping an Eye on Security

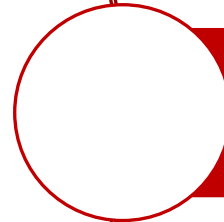
It is important to establish security guidelines that can help keep the company's information secure and protected, while keeping the employee protected as well.



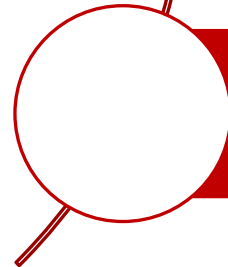
Password Rules



Passwords should be complex and hard to guess



Change passwords every so often



Do not use the 'Remember me' or 'Keep me logged in'

Needs Constant Monitoring

Many companies are able to monitor the exact websites an employee visits to ensure they are staying on task.



Keeping Information Confidential

When employees share information, it is important to make sure they are aware that confidential information needs to stay just that – confidential.



Protecting Intellectual Property

Intellectual property usually refers to a company's trademarks, logos, or copyrights.



Practical Illustration



- Password Rules
- Needs Constant Monitoring
- Keeping Information Confidential
- Protecting Intellectual Property

Module Six: Review Questions

1. What is the recommended password length?

A. 5-10 characters

B. 8-15 characters

C. 12-18 characters

D. 3-5 characters

Module Six: Review Questions

2. When is it acceptable to give your password to someone?

A. When they ask

B. Over email

C. Over the phone

D. Never

Module Six: Review Questions

3. What is the purpose of social media monitoring?

A. To monitor a company's use of social media sites

B. To monitor an employee's productivity

C. To gauge the company's electricity usage

D. To view various websites at once

Module Six: Review Questions

4. What is one benefit of social media monitoring?

A. It allows IT to view employee profiles

B. It allows an employee to chat on several websites at once

C. It ensures no misuse of company material

D. It ensures that the company does not go over its internet usage

Module Six: Review Questions

5. Why is it a company's info at risk on social media sites?

A. The computers are easily hacked by outside sources

B. Employees can accidentally share confidential info

C. The computers crash often

D. Employees are allowed too much access

Module Six: Review Questions

6. What is one way to protect the company's security online?

A. Allow limited access to employees

B. Shut down all company websites

C. Do not allow employees to make postings

D. Double check all information that is sent online

Module Six: Review Questions

7. Which of the following is a type of intellectual property?

A. Company trademark

B. Employee signature

C. Company dress code

D. Employee training

Module Six: Review Questions

8. What is one way to protect the company's intellectual property on a social media site?

A. Only upload generic photos

B. Upload a copyright statement with any post

C. Don't upload company information at all

D. Only share copyright with trusted sources

Module Six: Review Questions

9. What was piece of information the employee had accidentally shared online?

A. The company's business hours

B. Her coworker's phone number

C. The company's confidential assignment list

D. Her personal address

Module Six: Review Questions

10. What did Danny see that employees were doing correctly?

A. Not saving their passwords on websites

B. Logging off the company computer at night

C. Using a fake name online

D. Avoiding the internet completely



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Don't say anything online you wouldn't want plastered on a billboard with your face on it.

Erin Bury

Rules to Follow When Posting (I)

Any policy should address what the employee should take away after reading the policy, while keeping the mood positive by attempting to focus more on what the employee *can* do, rather than a list of things they *can't* do.



Always Show Respect

- Be polite
- Don't try to argue or fight on a social media site
- Anything you post can come back to you or the company

Stop and Think Before You Post

- How will this look on the company?
- Will the breach company policy?





Always Be Honest

When you are posting as an employee, be honest about your identity and your purpose.

Never Discredit or Talk Ill of Competitors

- Keep negative comments to yourself
- Negative responses only generate more negativity



Practical Illustration



- Always Show Respect
- Stop and Think Before You Post
- Always Be Honest
- Never Discredit or Talk Ill of Competitors

Module Seven: Review Questions

1. It is important to always be _____ when sharing information with an online audience.

A. Anonymous

B. Open

C. Respectful

D. Humorous

Module Seven: Review Questions

2. What could happen if a company continually posts disrespectful posts online?

A. Employees will be fired

B. Customers may decide to go elsewhere

C. The company will become more popular

D. Customers will respect them more

Module Seven: Review Questions

3. Which of the following is something to consider before posting something online?

A. "How will this affect the company?"

B. "Do I have enough bandwidth?"

C. "Will this color show up correctly?"

D. "Can I email this to my mom?"

Module Seven: Review Questions

4. When is it appropriate to stop and take a few minutes to review what you want to post?

A. After every post

B. Never

C. At the end of the day

D. Always

Module Seven: Review Questions

5. In order to show honesty online, an employee must always do what?

A. Create a fun username

B. Describe their hobbies

C. Identify who they are

D. Describe their company demographics

Module Seven: Review Questions

6. Don't try to be a _____, or someone that tries to post anonymously and maliciously.

A. Friend

B. Mole

C. Negative Nancy/Ned

D. Super-user

Module Seven: Review Questions

7. How does talking about other people unfavorably online discredit the company?

A. It makes the employee look witless

B. It makes the company look puny

C. It makes the company look petty

D. It makes the employee look funny

Module Seven: Review Questions

8. What is an employee hoping to achieve when they speak ill of other competitors?

A. To make them cry

B. To show off in front of their customers

C. To make other people laugh

D. To bring more customers to their company

Module Seven: Review Questions

9. Why was Rose posting on the company's social media website?

A. To promote the company's new cookware products

B. To change the company's logo

C. To update their blog site about upcoming events

D. To post the new business hours

Module Seven: Review Questions

10. What is one way Rose helped promote the new products?

A. She included a demo video

B. She posted customer testimonials

C. She gave it 'two thumbs up'

D. She included lengthy descriptions about it



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If there's a firestorm erupting via blogs, your customers will expect you to respond via those same blogs, not via a carefully-worded press release 4 days later.

Mack Collier

Rules to Follow When Posting (II)

Rules are set in place to help guide employee what is and is not acceptable to share via social media.



Be Transparent

Being transparent on a social media site means that that you are open and honest about your identity and your purpose.

Act Like You Would in Real Life

- You are the same person online and off.
- Your actions online speak louder than words said in person.





Grammar and Spelling Still Counts

The primary use of social media is through written communication, whether it is on a blog site, a written article or even just a personal webpage.

Never Post When You are Angry

When we are angry, we do not stop to think about our words or the effect they can have on people.



Practical Illustration



- Be Transparent
- Act Like You Would in Real Life
- Grammar and Spelling Still Counts
- Never Post When You are Angry

Module Eight: Review Questions

1. What does it mean to be transparent online?

A. You are clear about identity and purpose

B. People can see through your webcam

C. You tell people what you want to do

D. Other users can see your profile

Module Eight: Review Questions

2. What will customers do if they feel as though an employee is not being transparent?

A. Ask more questions

B. Think the employee is acting weird

C. Question the company's values

D. Nothing

Module Eight: Review Questions

3. Social media behavior should be treated _____ in person.

A. Differently

B. Similarly

C. Less stressful

D. The same as

Module Eight: Review Questions

4. Actions performed online are _____ than those performed in real life.

A. More memorable

B. Bigger

C. Funnier

D. Smaller

Module Eight: Review Questions

5. Why is grammar and spelling important in social media?

A. Because it involves constant communication

B. Because it involved children

C. Because it is fun

D. Because the company is being graded

Module Eight: Review Questions

6. Incorrect grammar and spelling can often cause _____ to the online audience.

A. Laughter

B. Anger

C. Confusion

D. Sadness

Module Eight: Review Questions

7. Why should you never post content while you are angry?

A. You will forget to add something

B. You may post in the wrong place

C. You can regret it later

D. You'll forget what you wanted to say

Module Eight: Review Questions

8. When we post in anger, what are we mainly focused on?

A. The other person

B. How we are feeling

C. Our audience

D. Our company

Module Eight: Review Questions

9. What was Bobby publishing an article about?

A. The company's new recycling efforts

B. The company's new cell phone policy

C. The company's new idea for some of their products

D. The company's new office opening in Japan

Module Eight: Review Questions

10. What was one thing Bobby did to improve his article that is also a posting guideline?

A. He added a lot of new vocabulary words

B. He changed the opening topic

C. He cut out a lot of fancy terms or language

D. He changed the closing comment



“ Social media can be an enabler and an accelerator of existing core capabilities, values, attributes and plans. It can even be a catalyst for change.

Denise Zimmerman

Benefits of Social Media

Social media allows people to stay connected when they are apart and allows for everyone to share their opinions and fun events in their life.

From Audience to Author

With social media, many people can directly submit any type of writing, articles, or text without having to submit to a middle-man or publisher.



Builds Customer Loyalty

- Give a section where customers can voice their opinions and thoughts
- Use forums and discussions to get more ideas from the customers





Speed and Flexibility in Communication

When social media is used by an individual for personal use, it allows these people to choose any way they want to communicate based on their needs.

Two Way Communications

- People feel as though they are being heard and acknowledged
- Overall communication improves



Practical Illustration



- From Audience to Author
- Builds Customer Loyalty
- Speed and Flexibility in Communication
- Two Way Communications

Module Nine: Review Questions

1. How can an author benefit from social media?

A. It allows them to post the same thing in more than one place

B. It allows them to receive insight from their audience

C. It allows them to use different names

D. It allows them to work with a partner

Module Nine: Review Questions

2. How can the audience benefit from social media?

A. They can read as much as they want

B. They can write their own posts

C. They can save items to read later

D. They can give feedback directly to the source

Module Nine: Review Questions

3. How can social media build loyalty among customers?

A. The company can use them to offer incentive programs

B. The customers like the design of the webpage

C. The company can catalog customers better

D. The customers can hold monthly meetings

Module Nine: Review Questions

4. When customers are able to share their ideas and opinions, it does what?

A. Makes them anxious

B. Creates a chore for them

C. Builds their loyalty to the company

D. Makes them riot

Module Nine: Review Questions

5. Social media allows different methods of communication based on what?

A. The user's need

B. The computer's memory

C. The user's status

D. The website's popularity

Module Nine: Review Questions

6. Which of the following is a benefit of customer communication on social media?

A. It allows for more customer complaints

B. It allows a speedy response

C. It allows employees to take their time responding

D. It allows a company to ignore customer requests

Module Nine: Review Questions

7. What is one form of two way communication?

A. A written letter from a friend

B. A sticky note on your desk

C. An instant message

D. An article posted about emotions

Module Nine: Review Questions

8. Why is two-way communication important in business?

A. It improves customer service and satisfaction

B. It allows employees to call in sick

C. It allows managers to discipline employees

D. It causes a decline in customer purchases

Module Nine: Review Questions

9. What was one benefit Luann noticed from the company using social media communication?

A. Customers had to wait longer to hear from someone

B. Employees were able to respond to customers faster

C. Customers could submit multiple problems or complaints at once

D. Employees were able to make personal comments on the site

Module Nine: Review Questions

10. What was one thing Luann did to help improve customer response?

A. She added a discount offer to the website

B. She added several people to the Facebook account

C. She added a new update to the company blog

D. She added a customer forum and chat room



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Focus on how to BE social, not on how to DO social.

Jay Baer

The Pitfalls of Social Media

Many companies may not filter their employees' internet usage, but if social media isn't monitored or regulated in some way at work, it can cause more problems for the company down the line.

Bullying

When interaction is made easier in any manner, it can open the door for positive and negative communications.



Group Think

Outside views or information is often shunned from the group and made to believe it is destructive to the group.





Trolling

Much like bullying, trolling is a form of creating negative communications on a social media site.

Remember, It is Out There Forever

Many users realize this too late instead of using good judgment when deciding to share online.



Practical Illustration



- Bullying
- Group Think
- Trolling
- Remember, It is Out There Forever

Module Ten: Review Questions

1. Bullying on a social media site is also known as what?

A. Social bullying

B. Group bullying

C. Cyber-bullying

D. Friendship bullying

Module Ten: Review Questions

2. Why does bullying online often go unnoticed?

A. The weak limitations social media site put in place

B. People think it is funny

C. No one reads the websites anymore

D. The bullies delete their profile

Module Ten: Review Questions

3. What is group-think?

A. A team working together to solve a problem

B. A group assigned to work on a project

C. A couple of friends that like the same color

D. A group of people who exclusively share opinions and views

Module Ten: Review Questions

4. How can group-think be dangerous on social media?

A. It can cause multiple profiles to be made

B. It can cause people to bully others

C. It can cause duplicate comments to be made

D. It can cause people confusion

Module Ten: Review Questions

5. People who troll on social media sites are driven by what?

A. Friendship

B. Sadness

C. Controversy or anger

D. Friendly debate

Module Ten: Review Questions

6. When a person trolls on a website, they normally target who or what?

A. An individual only

B. A group only

C. No one

D. An individual or a group

Module Ten: Review Questions

7. How long does content stay on the internet after it has been posted to a social media site?

A. Forever

B. For six months

C. For seven years

D. Until you delete it

Module Ten: Review Questions

8. Content can often be regretted if someone posts when?

A. At the end of the day

B. At work

C. While on the phone

D. In the moment

Module Ten: Review Questions

9. What was one thing Randy found was affecting the company's social media sites?

A. Customer complaints

B. Outdated information

C. Bullies and trolls

D. Customer questions

Module Ten: Review Questions

10. What did Randy do to help reduce negative comments and slurs?

A. He changed the profile name

B. He enabled a tool to help moderate comments

C. He wrote a letter to the website owner

D. He closed the sites down altogether



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Social networks are not about websites. They are about experiences.

Mike DiLorenzo

MODULE ELEVEN

Listen to Your Customers

Your customers are the greatest source of feedback and comments that your company will have. They provide honest and unbiased feedback while giving you more ideas about what they want to see and buy.

They Provide Great Feedback

Opinion cards
or surveys

Personal
follow up calls

Debates and
forums online



It Makes Them Happy

Establish ways to let the customer do the talking and discover ways you can always obtain their feedback.





Improves Your Brand

Customers are the best way to expand your brand across the web and share it through various social media sites.

Improves Product Development

Sometimes we need a little help deciding how to start something or get a product off the ground.



Practical Illustration



- They Provide Great Feedback
- It Makes Them Happy
- Improves Your Brand
- Improves Product Development

Module Eleven: Review Questions

1. What is one way customers can provide feedback?

A. Using survey cards or forms

B. Writing it in a journal

C. Telling a friend about it

D. Do nothing

Module Eleven: Review Questions

2. Why is customer feedback valuable?

A. It provides the employees something to do

B. It lets the customer practice good grammar

C. It provides customer opinions and insights

D. It helps the company stay out of trouble

Module Eleven: Review Questions

3. Customers feel happy when they are heard and _____.

A. Humored

B. Acknowledged

C. Cataloged

D. Given a discount

Module Eleven: Review Questions

4. The level of customer service can affect what?

A. Employee benefits

B. How often customers buy things

C. Manager duties

D. How customers feel

Module Eleven: Review Questions

5. A brand is expanded and improved online when people do what?

A. Hide it from others

B. Share it with other people

C. Lie about it

D. Use a coupon

Module Eleven: Review Questions

6. What is the best method of improving a company brand on social media?

A. Customer sharing

B. Posting a picture

C. Employee based article

D. Employee sharing

Module Eleven: Review Questions

7. How can customers help future product development?

A. By providing project names

B. By working directly with employees

C. By providing insights on what they want to see

D. By boycotting current products

Module Eleven: Review Questions

8. Customers are a key part of product development because why?

A. They have good ideas for new names

B. They can test the product for free

C. They know what they like and want

D. They know what their friends like and want

Module Eleven: Review Questions

9. Kay was complimenting what kind of product the company made?

A. One of their frozen dinners

B. Their new can labels

C. One of their juice drinks

D. Their new mini fruit cups

Module Eleven: Review Questions

10. What was the first thing Jeremy did to please the customer, Kay?

A. He talked to his supervisor about it

B. He deleted her message

C. He called her to tell her where to buy the juice

D. He responded to her message to thank her for her opinions

Wrapping Up

Although this workshop is coming to a close, we hope that your journey to learn about social media is just beginning.



Words From the Wise

The difference between PR and social media is that PR is about positioning, and social media is about becoming, being, and improving.

- Chris Brogan

To utilize social media tools effectively and properly, you must absolutely generate spontaneous communications in direct response to what others are saying or to what is happening in that moment. Be yourself. Be conversational. Be engaged.

- Aliza Sherman

Social Media is about the people! Not about your business. Provide for the people and the people will provide for you.

- Matt Goulart