Course objectives

Successful completion of this course will increase your ability to:

- ✓ **Recognize the benefits of using social media in the workplace.**
- ✓ **Identify the various legal and ethical risks of using social media in the workplace.**
- ✓ **Protect your organization against legal action resulting from intentional or unintentional violations of law or policy.**
- ✓ **Encourage an "ambassador attitude" in employees.**
- ✓ **Provide guidelines that help employees make good decisions when using social media at work.**
- ✓ **Identify the elements of an effective social media policy.**