

Communication & Social Skills

Social Media Awareness

As social media platforms have changed the way society interacts, it's more important than ever that organisations understand and utilise this technology to form relationships with customers in real time. Therefore, this module explores the types of platform available, considers why people share information and explains the value of producing engaging content, as well as investigating the impact, risks and benefits of using social media.

In this Module

Videoscribe explainer video, with professional audio (duration: 04:20)

English Subtitles

8 Expanded learning content blocks in the module format

'Check my understanding'
5 Question knowledge check

Top Tips

1. Always think before you post!
2. If you encounter or experience abuse on social media, report it!
3. To protect your account, set a strong password and change it regularly.

