<table>
<thead>
<tr>
<th>Course Name</th>
<th>Introduction to Social Media</th>
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<tbody>
<tr>
<td><strong>Who is this programme for</strong></td>
<td>All Staff</td>
</tr>
<tr>
<td><strong>Eligibility requirement</strong></td>
<td>Please note that your manager needs to be aware of any planned absence from your area, please discuss with your manager/head of school in advance of booking</td>
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**Course Overview**

Content and Learning Outcomes

This workshop is for those interested in gaining a better understanding of social media and how it can support their work.

Social media has become an inevitable part of our working life, with its ability to facilitate communication and provide opportunities to share and discuss work globally, to network with peers and to engage the public on a broader scale.

This session will provide insight into the leading social media platforms including Twitter, LinkedIn, Facebook, Instagram. It will also give you an understanding of best practice, benefits, risks and support you in deciding which channels are best for you in your professional role.

In this session, we will cover the following areas:

- What is social media and why use it?
- #TrinityisSocial - Overview of Trinity Central Social Media Channels
- Introduction to social media platforms and how to get started
- Good social media content
- ‘Do and Don’ts’
- Trinity Social Media Guidelines and Policy

**What are the benefits of attending this course?**

It is expected that participants will have an increased level of confidence in using a variety of social media platforms as a vital tool to communicate effectively.
### Course Name
Introduction to Social Media

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<tr>
<th>Pre-Course work requirement</th>
<th>LinkedIn Learning Recommendation</th>
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<tr>
<td><strong>Recommended LinkedIn Learning:</strong></td>
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<tr>
<td><strong>Personal Branding on Social Media</strong></td>
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**Feedback from Previous Edition of this course**
This is the first edition of this course.

**Other Useful Resources**
HR Service Desk: 01 896 3333; hr@tcd.ie
HR Webpage: [https://www.tcd.ie/hr/learning-and-development/asst-prof-development/](https://www.tcd.ie/hr/learning-and-development/asst-prof-development/)

**Competencies**
This course is linked to the following competencies:
- Unlocks Potential.
- Achieves Results.

**Course Facilitator**
**Sharon Campbell, Deputy Head of Communications** *(Public Affairs and Communications)*.

Sharon Campbell is a communications professional with over 15 years’ experience in the Higher Education sector. As Deputy Head of Communications at Trinity, Sharon leads on social media strategy, development and training for the University.