Product Specification: SOC

Social Media Skills for HR Professionals

Overview

Social media or web 2.0 technologies have already had a profound effect on many peoples' lives and are starting to make more impact within our organisations too. However, this impact is not just down to new technology. Technology has changed the way that people think (or possibly changing thinking has led to the development of new technology) and the new attitudes and behaviours arising from this is what is causing the most change.

The combination of new technology and new behaviours is leading to rapid changes within the ways that organisations work. HR needs to understand and intervene within these changes, as they involve people at least as much as they do technology, and also because of the people challenges involved in managing change.

However, HR also needs to understand the changes which are starting to happen within the HR function too. HR teams are also starting to use social technologies and more social or community based approaches to achieve HR objectives too.

Who Should Attend?

This event should be relevant to:

- All HR practitioners with an intent to improve their social media skills
- HR staff
- Recruitment Specialists

Learning Outcomes

- Understand the impact that social media, and changing workforce expectations, are having on businesses, management and HR

- Be able to describe how HR processes are impacted by these changes

- Recognise the opportunities available from the use of the main social media tools

- Understand how to avoid the potential risks of using social media to productivity and intellectual property etc

- Understand the requirements for developing a social media based HR strategy and social media policy etc

- Have developed a draft action plan to improve HR activities through the use of social media

Symposium Training Contact Details

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Sample Programme

9:30 -10:00	Registration and Coffee
10:00 – 10:30	Welcome, Introductions and Objectives for the day
10:30 – 11:30	Introduction to Social Media • The importance of social media (why this technology is truly a new 'version' of the internet, and how it supports changing expectations in the workforce) • The need to focus on relationships rather than transactions • Avoiding risks arising from use of social media (productivity wastage, loss of intellectual property or organisational reputations etc) • Using Twitter as a supporting Q&A tool throughout the workshop
11:30 – 11:45	Morning Coffee
11:45 – 12:45	Social Recruiting, Learning and Other Social HR Applications • Using social media for listening to and participating in conversation with employees • Using social media for engagement and retention • Supporting formal and informal learning and development • Pull, push and social applications in recruitment & employer branding • Using social media for sourcing and maintaining relationships with potential employees, alumni etc • Social recognition and performance management • Use of mobile and gamification
12:45 – 13:30	Lunch and Discussion
13:30 – 14:30	Maximising Value from the Main Social Media Tools • Reviewing use of LinkedIn, Facebook, Twitter, Google +, Foursquare, etc – getting the maximum benefits from the tools and supporting app's – as an individual and for an organisation • The benefits of using social media on a personal basis and as an HR professional
14:30 – 14:45	Afternoon Tea
14:45 – 15:45	Strategies for Using Social Media within the HR Function • Identifying the right opportunities to develop use of social media • Identifying the right technologies to meet an organisation's context and objectives • Developing leaders as sponsors and employees as advocates • Linking social media with existing technologies
15:45 – 16:00	Finish

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