

Learning Guide: Social Networking



Whether you have 5 minutes or 5 hours, online courses, videos, reference material and books are available to you online 24 hours a day on SkillSoft, the CU learning management system.

If you have less than an hour:

Short on time for learning? Try out these resources for quick information.



Watch a short video

Muddy Waters: Navigating the Ethics of Social Networking @ the Office. By Tracey Matisak. Managers need to learn how to control and leverage social media. Duration: 3 minutes.

Business Exploration Series

Provides scenario-based learning, with real-world situations.

COMPLIANCE IMPACT: Social Media- Blogger Gone Bad. Explores a situation where an employee uses social media inappropriately- in a way that is both unethical and in violation of her company's social media policy. Duration: 6 minutes. [Find it in SkillSoft by searching for: _pc_bi_lcbi015]

SkillSoft printable resources

These include summaries, key points and checklists.

SkillBriefs



Social Media Strategies. Learn how to develop an effective social media strategy. [Find it on SkillSoft by searching for: mkt_03_a04_bs_enus]

Professional Conduct Beyond the Office. Discover the need to act professionally outside the office. [Find it on SkillSoft by searching for: pd_25_a01_bs_enus]

Job Aides



Social Networking and Blogging Best Practices [Find on SkillSoft by searching for: lchr_01_a63_lc_enus]

Risks Associated with Electronic Communications Media [Find it on SkillSoft by searching for: lchr_01_a63_lc_enus]



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If you have more than an hour:

Take a SkillSoft course



Using E-mail, the Internet, and Social Media Safely in a Corporate Environment. Examine email and social media safety and their use at work. Duration: 1.0 hours. [Find it in SkillSoft by searching for: db_iseu_a03_dt_enus]

Professional Networking Essentials: Finding Opportunities to Make Connections. Developed to help businesspeople gain confidence and skill in their ability to network in both the real and digital modern environment. Duration: 1.0 hours. [Find it in SkillSoft by searching for: comm_38_a01_bs_enus]

Desktop Curricula

Find it in SkillSoft under Catalog > Desktop Curricula

- Social Networking
 - Social Networking Technology and Security Fundamentals
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Don't forget the Books. You can access them anytime, anywhere 24x7, even with your mobile device.



Enterprise 2.0: Social Networking Tools to Transform Your Organization. By Jessica Keyes. CRC Press Copyright Taylor & Francis Group, LLC © 2013. This book is an examination of the complete spectrum of social media and social activities and an explanation of how to use them. (426 pages)

Social Media at Work: How Networking Tools Propel Organizational Performance. By Arthur L. Jue, Jackie Alcalde Marr and Mary Ellen Kassotakis. John Wiley & Sons Copyright Arthur L. Jue, Jackie Alcalde Marr and Mary Ellen Kassotakis © 2010. Down-to-earth strategies taught through a case study approach for businesses who wish to leverage the power of social media. (240 pages)

Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World. By Matthew Fraser and Soumitra Dutta. John Wiley & Sons Copyright Matthew Fraser and Soumitra Dutta © 2008. Explore the powerful force of the social network revolution and the impact its use has. (344 pages)

10 Steps to Successful Social Networking for Business. By Darin Hartley. The American Society for Training & Development © 2010. Use this book to build a complete toolbox for employing modern methods of communication to grow your brand, cultivate customer loyalty and get results. (193 pages)

Access these materials:

You can find all the materials featured in this learning guide in SkillSoft.

Here's how to access them:

1. Log-on to your CU campus portal (my.cu.edu) and click on the **CU Resources tab**.
2. Select **Training**.
3. Select **Start SkillSoft**. SkillSoft will open in a separate window.



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