



Seetec

Principles of Social Media for Business Use

Level 1 Award in Understanding
Enterprise

How a business uses social media.

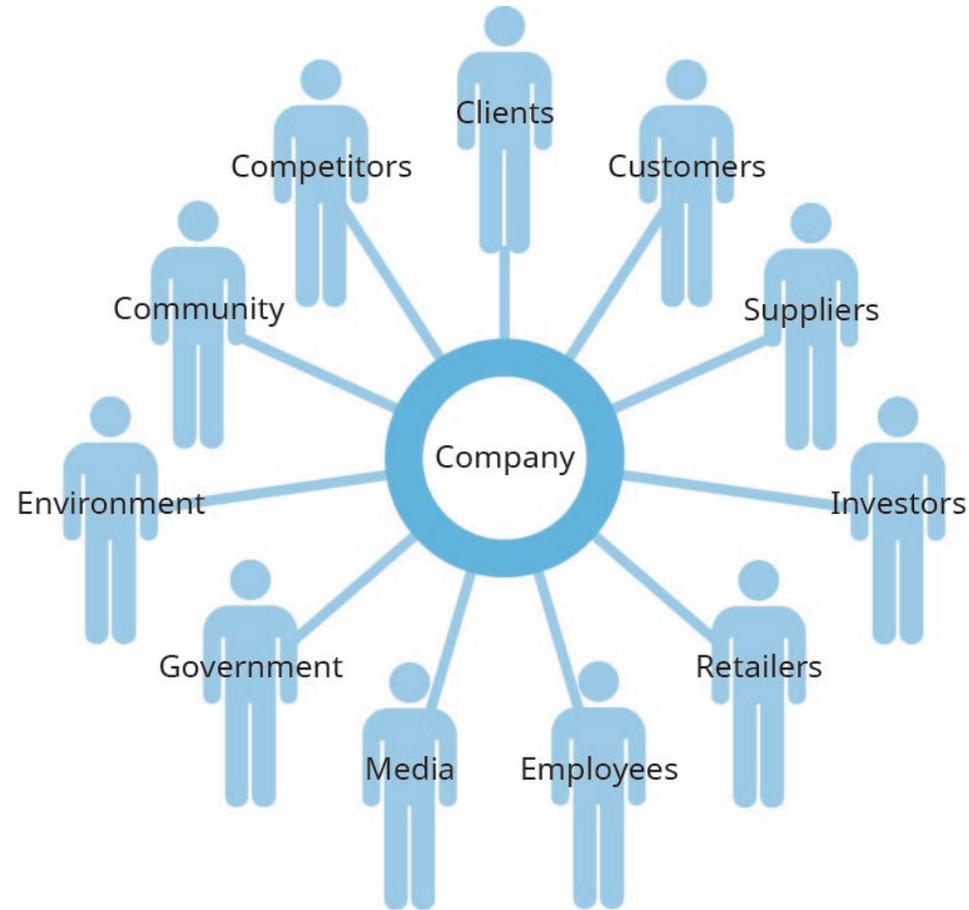
Learning Objectives

- Identify reasons for using each of the specialist social media channels for business us.
- State the main differences between the specialist social media channels.
- Identify why a business uses social media.
- Explain the advantages of a business building an online community.

Specialist Social Media Channels



Internal / External Stakeholders



Social Media Success Stories

June 16 · 🌐

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La... [See More](#)
See Translation



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Our Dirty Birds are bringing the NFC Championship Game to the Georgia Dome!

We are celebrating in the only way we know how - with our limited edition "In Brotherhood We Trust" t-shirts!

Only a few shirts made and available for a limited amount of time. Rise Up & Shop now!

Discount codes provided to everyone who shares this post!



Limited Edition "In Brotherhood We Trust" Shirt - \$9.99

Falcons fans its that time of the year again for our favorite team to Rise Up this...

Social Media

 Marketing

 Market Research

 Customer Service

 Sales

 News

 Collaboration

 Reviews

 Entertaining

Online Communities

What is an online community?



Next Steps

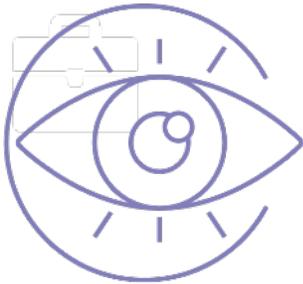
Complete Activity 2 and Questions 1-3 in Activity 3:
Assessment Workbook, Principles of Social Media for
Business Use
R/505/0890

Our Company Values



We act like owners

As owners of our business we always act in a way which supports each other and Seetec's long-term sustainability.



We put ourselves in other people's shoes

We can see the world from other people's point of view and our roots in the communities we serve enable us to build rapport that achieve lasting change.



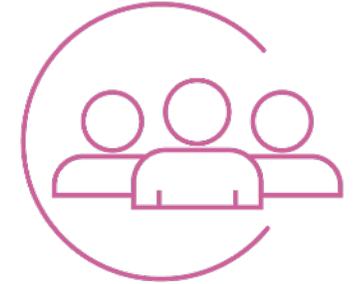
We never stop learning

Learning is part of our nature because our relentless curiosity about the people and places we support enables us to serve them more effectively.



We celebrate everyone's uniqueness

We are free to be ourselves. We celebrate and embrace each other's uniqueness and ensure everyone has access to the same opportunities.



We have faith in people

Our belief in the power and potential of each other and the people and communities we serve is inexhaustible.

Any Questions?