



Principles of Social Media for Business Use

Level 1 Award in Understanding
Enterprise

Know the risks associated with
using social media.

Learning Objectives

- State the benefits of a business using social media for engagement.
- Identify risks associated with using social media for business use
- Describe why a business should be aware when they are mentioned on social media.
- Identify ways of monitoring social media engagement.
- Explain why a business should have a social media policy

Hot Topic

EXPRESS · 2d

Lloyds bank warning as Britons lose hundreds if not 'thousands' of pounds to online scam

New research by Lloyds Bank, based on analysis of reported fraud cases among its own personal banking customers, found that ...



ChronicleLive · 57m · on MSN

Amazon sends out warning over new scams and explains how to keep your account safe

The online retailer has outlined the latest scams criminals are using, including those involving Prime membership, account suspension or deletion ...

This is MONEY... · 3d

Football fans warned of online ticket scams as Premier League kicks off

Lloyds Bank has said that football fans that got scammed last season lost £154 each on average. We explain what to look out ...



The Guardian · 6d

Man who posed online as child model scout admits 88 sex offences

David Harmes, 27, remanded at Chester crown court after pleading guilty to offences against children as young as six ...



MailOnline · 4d

I'm a cybersecurity expert and here's why you should never post a picture of your boarding pass online

Amir Tarighat, who is the CEO of cybersecurity firm Agency, from New York, revealed to USA Today that hackers can gain a lot ...



Why is Online Safety important? The 4 C's

CONTENT: being exposed to illegal, inappropriate, or harmful content, for example: pornography, fake news, racism, misogyny, self-harm, suicide, anti-Semitism, radicalisation, and extremism

CONTACT: being subjected to harmful online interaction with other users; for example: peer to peer pressure, commercial advertising and adults posing as children or young adults with the intention to groom or exploit them for sexual, criminal, financial or other purposes

CONDUCT: online behaviour that increases the likelihood of, or causes, harm; for example, making, sending and receiving explicit images (e.g. consensual and non-consensual sharing of nudes and semi-nudes and/or pornography, sharing other explicit images and online bullying

COMMERCE: risks such as online gambling, inappropriate advertising, phishing and or financial scams

How to stay as safe as possible

- **Pause and think-** We can all be guilty of doing or clicking things online without thinking. But if you're at all suspicious of an email or website, then don't act. Take your time, trust your instincts and get in touch with the organisation directly through their official website or contact number.
- **Use strong passwords-** A strong password is a very effective way to stay safe online. Avoid common words, anything easily guessable (such as 'password' or '123456') and don't include personal information. It's important to use different passwords for different accounts and never share them.
- **Protect your wireless network** - Make sure you have a 'key' – a type of password – on your wireless network (Wi-Fi) so no one else can access it. There should be instructions on how to do this that come with your wireless router.
- **Install software-** Anti-virus software will detect and remove viruses before they can infect your computer. Anti-spyware software will prevent unwanted adverts and pop-ups and can stop anyone tracking your online activity, such as credit card numbers and bank details. You can buy packages online or in a shop from reputable sources such as Norton or McAfee. There are also free, safe versions available online from companies such as AVG, Avast and Microsoft.
- **Keep your devices safe** - Password-protect your devices. It's also important to keep the operating system of your device such as Windows or Mac OS updated as these help keep your device as safe as possible. You can install similar software to protect yourself from viruses (companies such as Avast, Kaspersky and Norton offer mobile options).



Dealing with Online Safety Concerns



Hub of Hope QR Code

- Speak with your AD, Tutor or Safeguarding Designated Person
- Contact our Safeguarding email: safeguarding@seetec.co.uk or call 01702 933182
- If your concern is around an incident on a work device, follow your employers IT Policy.

Challenges and Risks



Overcoming Challenge and Risks

Challenge or risk to a business of using social media	Methods of overcoming the challenge or risk

Why a business should be aware when they are mentioned on social media.

- Reputation Management
- Customer Engagement
- Customer Sentiment Analysis
- Influencer Marketing Opportunities
- Competitive Analysis



Case Studies

How social media could ruin your business

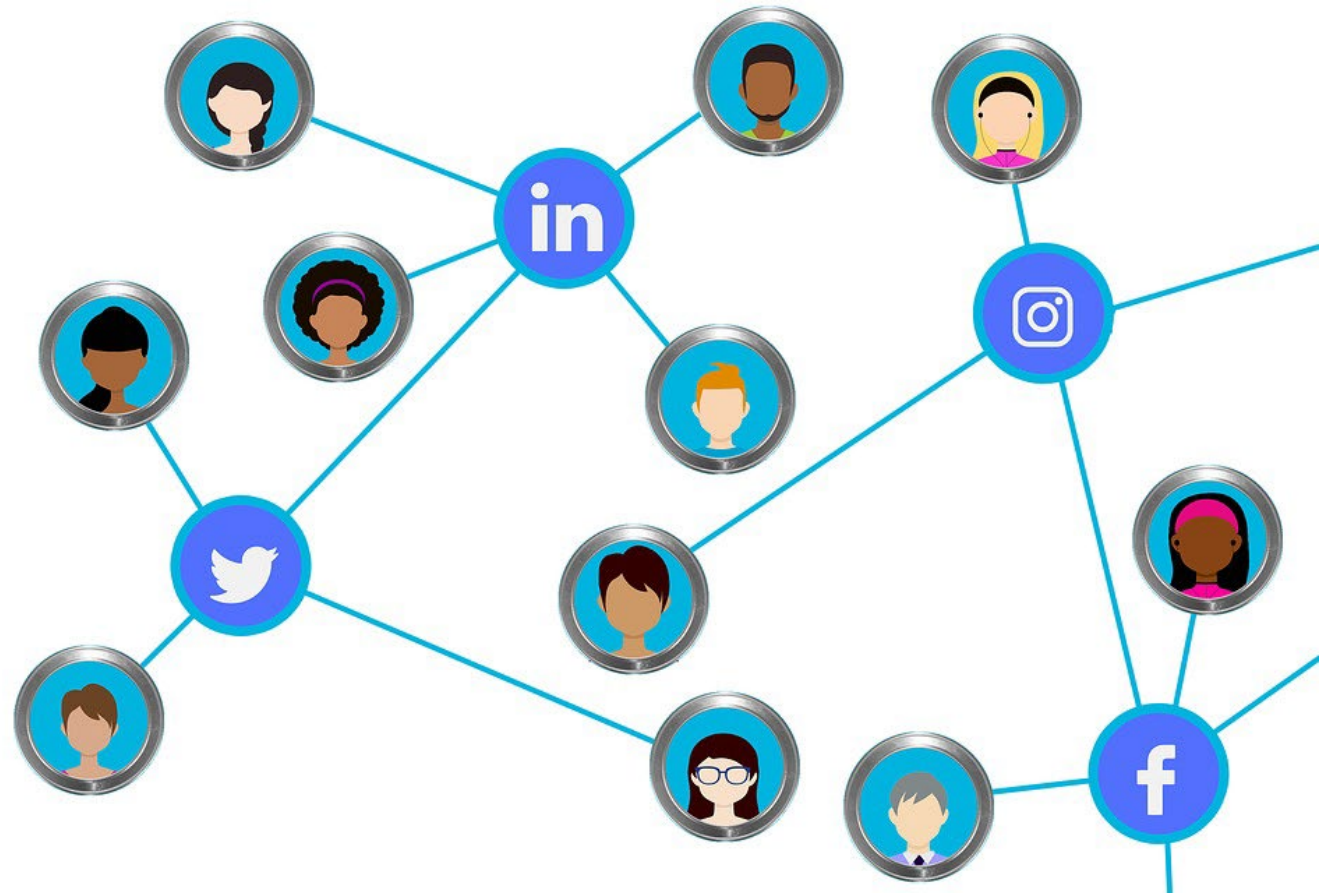
🕒 9 July 2019



By Jessica Bown
Technology of Business reporter

Monitoring Social Media Engagement

- Follower Growth
- Reach
- Impressions of Reach
- Engagement Rate
- Content Analysis
- Sentiment Analysis
- Influencer Engagement
- Response time
- Competitive Analysis



Social Media Policy



Independent Research

- [21 New Social Media Tools for Merchants in 2021 | Practical Ecommerce](#)
- [How to Use Social Media for Business - business.com](#)
- [Social Media: What Is Its Role in Marketing? \(thebalancesmb.com\)](#)
- [The Importance of Social Media in Business for Entrepreneurial Success \(lyfemarketing.com\)](#)
- [\(44\) Top 10 Social Media Apps in 2021 Explained in One Video - YouTube](#)
- [Social Media and its uses - Liquid Light](#)
- [\(48\) 10 Tips in Drafting a Social Media Policy - YouTube](#)
- [Top five risks companies face when using social media \(techxb.com\)](#)
- [The risks associated with social media | BCS](#)
- [Social Media Security Tips and Tools to Mitigate Risks \(hootsuite.com\)](#)
- [How to Develop a Social Media Policy for Your Employees \(linkhumans.com\)](#)
- [Tik Tok for Business 101 – How to Use it for Marketing - HostPapa Blog](#)
- [Social Media Small Business Tips & Tricks - HostPapa Blog](#)
- [Collaborate & Create Amazing Graphic Design for Free \(canva.com\)](#)

Next Steps

Complete Activity 3 and Questions on pages 9-11 in
Activity 3: Assessment Workbook, Principles of Social
Media for Business Use

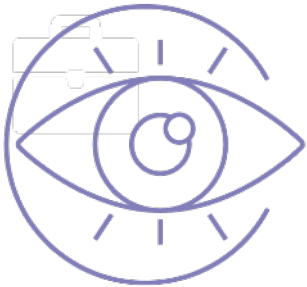
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Our Company Values



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 rapports that achieve lasting change.



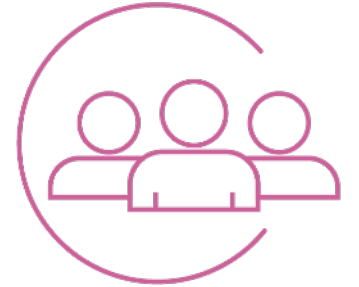
We never stop learning

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?