

# **Digital Communications and Social Media in the Workplace**

## **Course Outline**

### Social Media Overview - Platforms & Apps

- What are the benefits/drawbacks of each platform?
- What are the restrictions e.g., clip time, image dimensions
- Audiences
- Different functions e.g., closed groups, pages, broadcast list

### Rules and Good Practice

- Unite guidance on social media
- GDPR and privacy considerations
- What makes good content?

### Content Creation

- Smartphone photography – capture and basic editing
- Graphic design basics on Canva (free app)
- Building a newsletter template