



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

CertHE Skills for the Workplace

BMSK4003

Digital Skills and Research Methods

Social Media 1: LinkedIn and Twitter

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Assignment Part 2

2.0 Exploring the use of social media as an effective tool within the workplace.

2.1 Creating your own professional online presence.

www.EgyptSons.com

Social Media

How do businesses use social media?



Social Media

Marketing your business using social media

- Promote the name of your brand and business
- Tell customers about your goods and services
- Find out what customers think of your business
- Attract new customers
- Build stronger relationships with existing customers.

Marketing your business using social media

Advantages

- **Broad reach** - social media can reach millions of people all around the world
- **Ability to target** particular groups - many forms of social media (e.g. Facebook, Twitter, Instagram) allow businesses to target specific groups, often in particular locations
- **Free or low-cost** - many forms of social media are free for business and paid options are usually low-cost.

Marketing your business using social media

Advantages

- **Personal** - social media allows businesses to communicate on a personal basis with individual customers and groups
- **Fast** - information can be distributed quickly to many people at once
- **Easy** - high-level IT skills or computer equipment are not needed to participate in social media. The average person with a computer/phone should have no difficulty.

Marketing your business using social media

Risks

- **Wasted time and money** for little or no tangible return
- **The rapid spread of the wrong kind of information** about your business (e.g. incorrect information accidentally posted by you or negative reviews posted by others)
- It is important to be aware of these risks and to have strategies in place to avoid them if you decide to get involved in social media marketing.

Marketing your business using social media

Risks

Legal problems could arise if the business does not comply with:

- [Copyright Laws](#)
- [General Data Protection Regulation 2018](#)
- [Online Marketing Legislation](#)

Business Queensland (2018) *Using social media to market your business: the basics*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/social-media> accessed Mar 2018

LinkedIn



LinkedIn

LinkedIn is a social network for professionals. It is similar to a traditional networking event where you go and meet other professionals in person, talk a little bit about what you do and exchange business cards.

Whether you are a marketing executive at a major company, a business owner who runs a small local shop or a student looking to explore future career options, LinkedIn is for anybody and everybody who is interested in taking their professional lives seriously by finding new opportunities to grow their careers and to connect with other professionals.

Nations, D. (2017) *What is LinkedIn and why should you be on it?*, [online] available at <https://www.lifewire.com/what-is-linkedin-3486382> accessed Mar 2018

LinkedIn

On LinkedIn you add "connections" in the same way as making a friend request on Facebook, you converse via private message (or available contact information) and you have all of your professional experience and achievements laid out in a neatly organised profile to show off to other users.

LinkedIn is very similar to Facebook in terms of its broad feature offering. These features are more specialised because they cater to professionals, but in general, if you know how to use Facebook or any other similar social network, LinkedIn is not that different.

Nations, D. (2017) *What is LinkedIn and why should you be on it?*, [online] available at <https://www.lifewire.com/what-is-linkedin-3486382> accessed Mar 2018

LinkedIn

DO MORE > SOCIAL MEDIA

What Is LinkedIn and Why Should You Be on It?

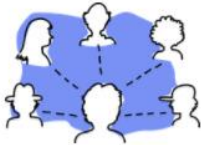
LinkedIn explained (for those who are too shy to ask what it is)

f Share

P Pin

✉ Email

PRINT 



Social Media

► Social Networks

Facebook

Instagram

Twitter

Pinterest



Photo © Rawpixel Ltd / Getty Images

might benefit from being on it.

by **Daniel Nations**

Updated August 01, 2017

So maybe you've heard the term "[LinkedIn](#)" uttered by your colleagues at work, mentioned by your fellow classmates at school or spoken by a friend who's on the hunt for a new job. But what is LinkedIn, anyway?

You're not the only one who doesn't know. Despite being [one of the most popular social platforms today](#), many people still have no idea what LinkedIn is supposed to be used for or how they

Nations, D. (2017) *What is LinkedIn and why should you be on it?*, [online] available at <https://www.lifewire.com/what-is-linkedin-3486382> accessed Mar 2018

LinkedIn

CAREER ADVICE ► CAREER NETWORKING

Learn How to Make a Better LinkedIn Profile

Doyle, A. (2017) *Learn how to make a better LinkedIn Profile*, [online] available at <https://www.thebalance.com/tips-to-make-a-better-linkedin-profile-2062332> accessed Mar 2018

LinkedIn

All your Tutors have active LinkedIn profiles so let's begin with taking a quick look at them.

Once you have created your profile you can download a pdf file of it to share with others via email or online message service.

[Link to Julia Ault LinkedIn Profile pdf file](#)



Julia Ault

Carmarthen Town Councillor, Level 4 Year Tutor/Digital Skills Coordinator, Virtual College Tutor, UWTSO
Carmarthen, Carmarthenshire, United Kingdom · 500+ connections

Sign in to Connect

University of Wales Trinity Saint David

University of Wales Trinity Saint David

Websites

About

Carmarthen Town Councillor. Level 4 Year Tutor, Lecturer and Digital Skills Coordinator, Skills for the Workplace (SfWP) Outreach Programme. Virtual College Online Tutor, Health Informatics Programme. In my lecturer/tutor roles, I teach a range of Level 3 and Level 4 students of all ages, (both online and Face2Face) who are following full and part-time flexible programs of study.

<https://www.linkedin.com/in/juliaaalt/>

LinkedIn



Glenn Behenna MBA • 1st

Organisational Learning & Development Consultant, Speaker, Facilitator & Guide :

"To inspire trust, put others first."

GB Consultancy • Maastricht University

Cardiff, United Kingdom • 500+

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[More...](#)

Each day is different, a chance to learn new things, to meet with and help people to face change, complexity and challenge. Delivering a portfolio of University Business School activities and real world c...

LinkedIn



Andrew Maund • 1st

BA (Hons) MBA MSc PGDE DipIM DMS MIMC CMC FInstLM FCMI Senior Consultant
at Challengers

Challengers • Cardiff University / Prifysgol Caerdydd

Porthcawl, Bridgend, United Kingdom • 500+

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Personal Business Profile Andrew Maund I am an enthusiastic and dedicated professional with extensive practical experience in the areas of leadership and management and business enterprise. I have most re...

LinkedIn



Michaela Schriek • 1st

Lecturer at University of Wales Trinity Saint David

University of Wales Trinity Saint David • University of South Wales

Cardiff, United Kingdom • 241

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I am an ILM approved lecturer with over 10 years of teaching experience . Worked as a freelance management trainer and external assessor for 8 years prior to 2014 when I joined University of Wales Tri...

LinkedIn



Paul Tinkler • 1st

Tutor at University of Wales Trinity Saint David

University of Wales Trinity Saint David • University of Wales, Cardiff

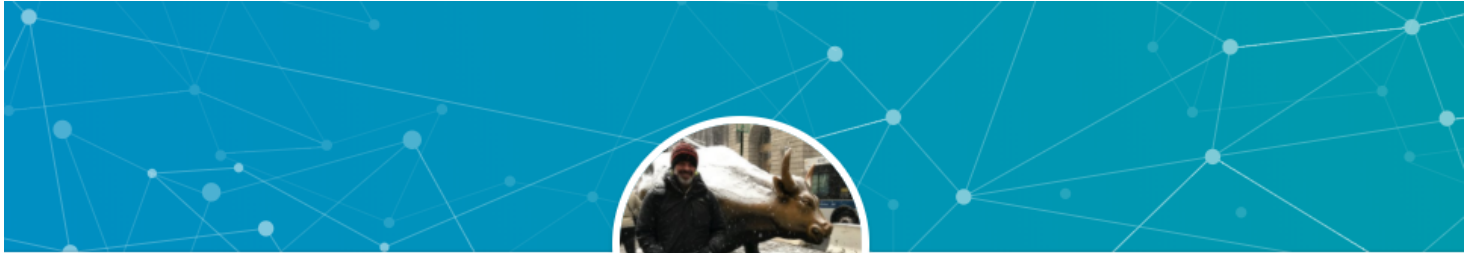
Newport, United Kingdom • 181

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For over 20 years, the team behind Thinking Performers have been working in the field of organisational learning and development. Our mission is to find a better way of providing blended learning, to deliver ...

LinkedIn



Brian Taylor • 1st

Experienced Management System Analyst and Developer

University of Wales Trinity Saint David • Cardiff University / Prifysgol Caerdydd

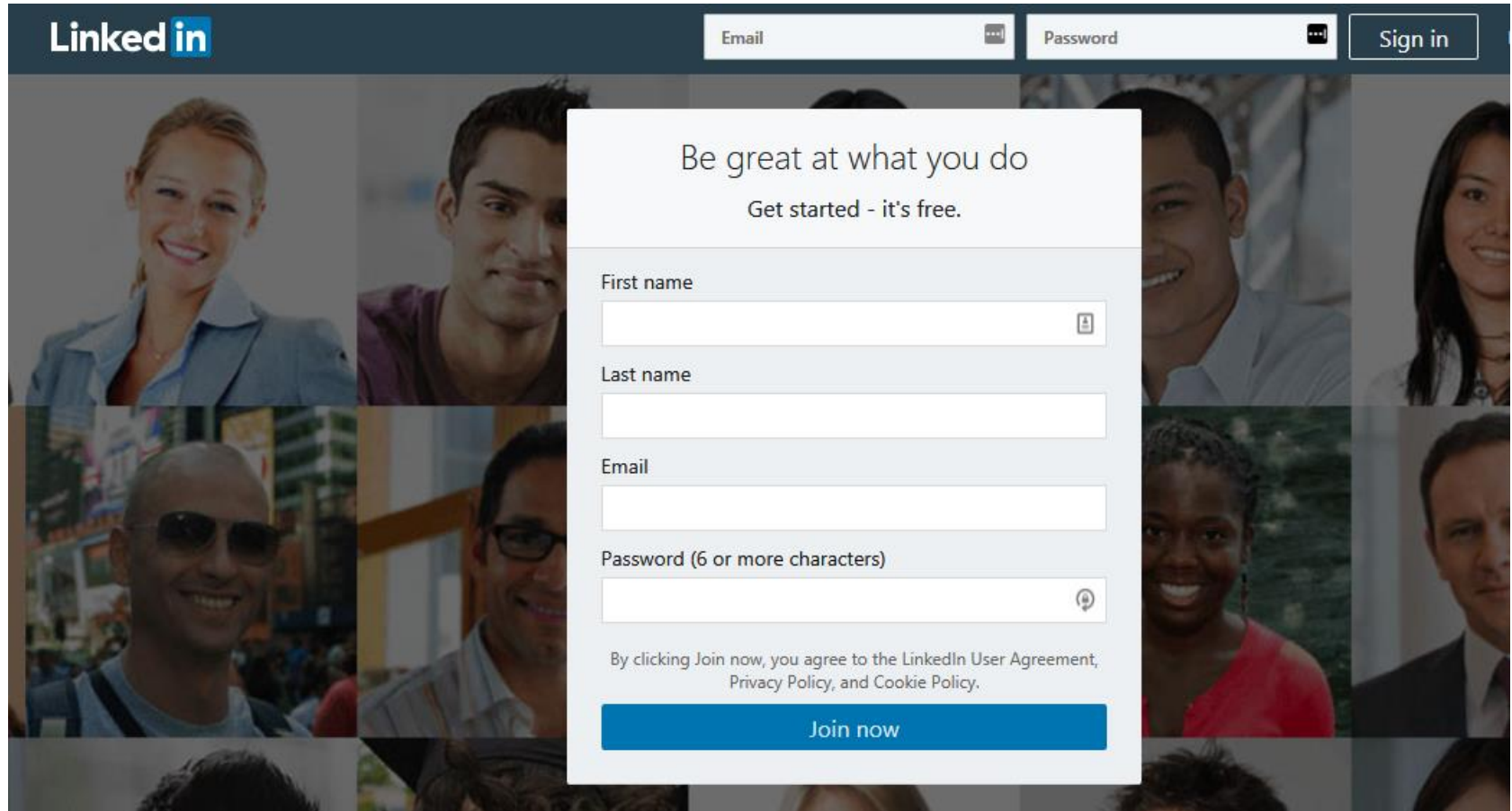
Cardiff, United Kingdom • 500+

Message

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Currently involved in Development of Management systems to provide highly effective and efficient control of a business. This includes the developing systems to meet international requirements Have s...

LinkedIn

The image shows the LinkedIn sign-up form overlaid on a background of a grid of diverse people's faces. The form is white with a light blue header and footer. The header contains the LinkedIn logo and navigation links. The main content area has a motivational quote and a sign-up form with fields for first name, last name, email, and password. A 'Join now' button is at the bottom of the form. The background is a grid of 12 photos of people of various ages and ethnicities, all smiling or looking positively.

LinkedIn

Email Password Sign in

Be great at what you do
Get started - it's free.

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Join now

Twitter



Using Twitter

Twitter is an example of a 'micro-blogging' service which allows people to 'follow' individuals or businesses they are interested in to receive and share information. Businesses and individuals can also use Twitter to send short, private Direct Messages (DMs) to their followers.

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Using Twitter

Twitter can be a useful marketing channel for businesses that have customers who are Twitter users.

It can be used to promote products, converse with customers, monitor feedback and trends and provide customer service.

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Using Twitter

- Twitter allows businesses and individuals to create messages (called Tweets) of up to 140 characters.
- These messages are received by people who have subscribed to receive updates from that Twitter account (followers).

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Using Twitter

- Messages appear on the follower's 'timeline' (or message feed) on their computer screen or mobile phone when they are logged in to Twitter.
- If a follower is mentioned by name, they receive a notification letting them know they have been mentioned.

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Using Twitter

A Tweet can include:

- **a hashtag** - a word beginning with the # sign. If a user clicks on these words, they will go to a list of search results for the term.
Conversely, someone searching for that term may see that tweet on the list of results
- **a 'mention'** - the Twitter username of a business or individual. If a user clicks on a mention it takes them to that business or person's Twitter profile

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Using Twitter

A Tweet can include:

- **links to web sources** - Twitter automatically shortens links so they can fit in the character limit for a tweet
- **a photo or video** - attach a photo or link to an online video to increase sharing.

Twitter followers can reply to any tweet sent by the business/person.

They can also 'retweet' - pass the tweet along to their own followers.

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Using Twitter

- **Twitter advertising**
- Twitter offers a range of advertising services to help businesses promote themselves, including:
- promoted tweets - advertising with targeting options to reach people who fit the target market
- promoted accounts - designed to increase the base of followers.

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Using Twitter

Twitter profiles

- When a business registers as a Twitter user, they create a profile - a summary description of their business along with an image and a link to their website. This profile shows how many people follow the business and how many it is following, as well as the number of tweets generated.

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Using Twitter

Twitter profiles

- All the messages (tweets) that have been sent are displayed on this Twitter profile. These can be viewed by people searching for information about a particular topic, as well as by followers.

Business Queensland (2018) *Using twitter to market your business*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter> accessed Mar 2018

Social Media

