

Social Media upSkill

MICRO-CREDENTIAL AND MICRO-LEARNING BLUEPRINT

Domain 01 | **Building Employer Brand through Social Media (25%)**



- 01 Align Employer Goals with Social Media Strategy
- 02 Collaborate with Stakeholders (e.g., Public Relations, Marketing, Legal) to Align with Employer Goals
- 03 Select Platforms and Tools to Reach Target Audiences
- 04 Develop and Maintain Online Interactive Presence (e.g., Achievements, Events, Content)
- 05 Engage and Cultivate Target Audience
- 06 Monitor Online Brand for Alerts and Mentions
- 07 Respond to Public Posts and/or Employer Reviews
- 08 Promote New Programs and/or Products

Domain 02 | **Recruiting Talent Using Social Media (25%)**



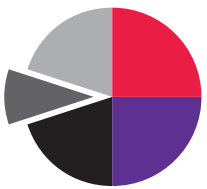
- 01 Align Talent Acquisition with Social Media Strategy
- 02 Select Platforms and Tools to Identify Potential Candidates (e.g., Recruiting Events, Online Messaging, Search Filters)
- 03 Build Talent Pool by Sourcing and Cultivating Relationships
- 04 Use Data Collected from Social Media Interactions to Build Candidate Profiles
- 05 Publish Application Process and Targeted Job Opportunities
- 06 Engage Potential Candidates throughout Application Process
- 07 Participate in Online Communities to Support Recruiting Efforts

Domain 03 | **Using Social Media for Internal Communications (20%)**



- 01 Align Communication Plan with Social Media Strategy
- 02 Recognize Employees for Professional Accomplishments
- 03 Promote Employee Engagement, Culture, and Team Building Activities
- 04 Communicate Deadlines for Events and Processes
- 05 Disseminate Policy Changes
- 06 Use Various Methods to Survey and Collect Feedback

Domain 04 | **Providing Training through Social Media (10%)**



- 01 Match Training Needs with Social Media Options
- 02 Leverage Social Media to Develop and Deliver Employee Training Programs

Domain 05 | **Establishing Social Media Policy and Managing Compliance (20%)**



- 01 Develop and Implement Policies and Procedures Related to Social Media (e.g., Assignment of Authority, Disclaimers, Disclosures, Privacy, Training and Acknowledgement)
- 02 Monitor Social Media Usage for Compliance and Address Violations
- 03 Verify Social Media Content Aligns with Employer Diversity and Inclusion Policy