



## HOW TO USE CPDSO ACCREDITATION ON SOCIAL MEDIA

The CPD Standards Office is a unique organisation and was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office dual CPD research and accreditation activities sharpen our knowledge and expertise. This enables us to work with individual coaches, training providers, employers, and 'membership organisation's as a collaborative CPD network & community.

This factsheet provides an outline on how accredited providers can market their CPD Standards accreditation on social media to improve communication to their delegates.

## How People are using CPDSO Accreditation on Social Media

When you become accredited by the CPD Standards Office, you get more than just a mark of accreditation with the CPD logo. You also become part of our CPD Standards Community, along with over 800 other accredited providers. This community is growing stronger every day, with its huge range of connections to membership organisations, employers and universities. It is also supported by the on-going work of the CPD Research Project.

But once you have a CPD Standards accreditation, you may find the tricky part is to market it successfully and align it with your current marketing practices.

One way to market your CPDSO accreditation is using social media.

### What is Social Media?

The key word in social media is NETWORK, NETWORK, NETWORK and it can be done is using your mobile phone and laptop.

Social media allows people and companies to create, share or exchange information, career interests, ideas and pictures/videos in virtual communities and it can essentially help you contribute have valuable conversations with likeminded people and organisations across the world.

Social media technologies take on many different forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds.

## What Channels are there to use?

**Facebook**- is a networking site used to connect with friends, family or promoting businesses.

**Twitter**- is an online social networking service that enables users to send and read short 140-character messages called "tweets".

**LinkedIn**- is a networking site mostly used by professional with focuses on business.

**Wordpress**- is a content management system which many organisations use to host their website for a fee. Wordpress is also used for free by bloggers.

**Youtube**- is a video hosting platform.

**Google+** - Google Plus is a social networking site owned by Google, that is similar to Twitter and Facebook.

**Reddit**- is an entertainment, social news networking service where community members can submit content, such as text posts or direct links, making it an online bulletin board system.

**Instagram**- is a photo/video sharing app.

**Flickr**- is an image and video hosting app.

With the above table in mind, you should work out what your skills are in online networking.

- ✓ Do you like writing a lot of content or very little?
- ✓ Are you a good public speaker?
- ✓ Can you sum up information quickly?
- ✓ Do you like to build a sociable community around your business?

All these questions can help you decide how to market your business using social media.

# How Should you Market your CPDSO Accreditation?

First of all, make sure your CPDSO accreditation is up to date on all your channels and that it is uploaded and present on your choice of communication channels. Next to your accreditation, it is important there is an explanation of your CPDSO accreditation and how it benefits your delegates.

A good case study is The Coaching Academy who promote their CPDSO accreditation on their website and tweet links to it: <http://www.the-coaching-academy.com/cpdcoach/>



## Twitter

- The CPD Standards Office has a twitter account [@CPDStandards](#)
- To start a conversation about your CPDSO accreditation you can tweet us at @cpdstandards and use links which will promote your training courses.
- If you want to start a conversation around the subject of CPD Standards Office you can use our hashtag [#CPDSO](#)
- If you have an event you are involved with but you would like communicate it your activities whilst you are there, then you can schedule tweets to go out at a specific time using [Hootsuite](#) to save you from forgetting and to make sure your social media pages are always active.

For example, you could schedule a tweet:

“[@CPDStandards](#) I am looking forward to your Members event today where I will talk about [#CPDSO](#) ”

## LinkedIn

Join our LinkedIn community ‘Trainers and Coaches Get CPD Ready’

This group has been created to provide a hub for training providers, coaches and event companies to discover the numerous benefits of having independent CPD accredited training, learning and coaching activities. There are also many ongoing discussions about current training and development topics, as well as additional networking opportunities.

### **Within the group you will e:meet:**

- \* Individual trainers
- \* Training companies
- \* Individual coaches
- \* Coaching companies
- \* Event companies
- \* Employers looking to provide CPD accredited activities for their employees

The group aims to inform, educate and promote best practice around CPD, based on our own research in order to raise the profile of CPD activities across the board.

We regularly post articles relating to learning and development and CPD on a daily basis to help start conversations and share our knowledge.

### **By being a member you will learn:**

- \* What does being 'CPD Ready' mean for you and/or your organisation
- \* What is continuous professional development and how you can independently accredit your learning and training activities
- \* What are best practice CPD activities
- \* Marketing your CPD activities - how you can tap into this increasing demand for CPD activities and professional development to increase your sales and margins
- \* Draw on our CPD expertise and receive free advice on CPD and industry requirements.

We focus on positive conversations about CPD and everything around being CPD Ready, so we welcome your comments and contributions but please note no spam or direct sales pitches are allowed.

We hope you have found this factsheet helpful.

Please see [www.cpdstandards.com](http://www.cpdstandards.com) for more information on our accreditation services or call **0203 745 6463** for further advice.