



# SOCIAL MEDIA

## Summary

This document contains all the texts and images of the course Social Media. However, many learnings are based on videos or links that are not detailed in the document.

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# SOCIAL MEDIA



This course involves share work between the advisor and the client. The learner must read the modules to understand the subjects and be able to exchange with the advisor. The organization must provide information to go further in the strategy.

In each section, you will find a video to introduce you to the platform. Your advisor will help you reach the goals you have set together to make your business present on social media sometimes mastering at the same time. Being part of social media lies in a continual and evolving process.



## INTRODUCTION

A short introduction to the wide world of Social Media.

Module 1



## STORY

How stories can help us get the most out of the Social Media.

Module 2



## FACEBOOK

Facebook is the most widely used social media platform in the world. Get the most of it!

Module 3



## INSTAGRAM

There is many reasons why you should use Instagram. Find out why.

Module 4



## YOUTUBE

Today, YouTube has 1.8 billion active monthly users. Chances are your potential customers wait for your videos to reach them.

Module 5



## GOOGLE MY BUSINESS

Google My Business is a way to make it easier for customers to find you. Let's learn how to use it.

Module 6

# Content

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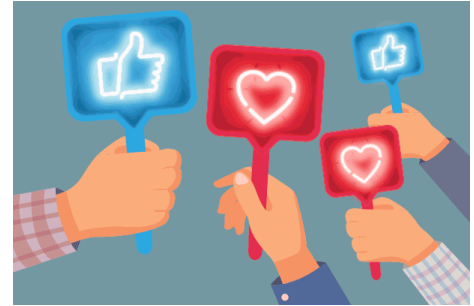
## Module 1 - Introduction

### SOCIAL MEDIA

With nearly half of the world's population using social media platforms, they're a natural place to reach new and highly targeted potential customers.

Think people only connect with brands they already know on social media? Consider that 60 percent of Instagram users say they discover new products on the platform. All good reasons to consider investing time in Social Media.

In this short video, let's listen to an introduction to the main social networks to explore.



## Module 2 – Storytelling

### A GOOD STORY

Stories have always been a powerful tool to entertain, educate, and to teach people moral values. Back in the days when there were no mass media, stories were passed on from person to person, from generation to generation. Later, they were written down, duplicated, and easily accessible to the masses.

Now, in the age of the Internet, it is time to turn things around. It's no longer about how a medium can help us to pass on our stories. It's about how stories can help us get the most out of this medium.



### STORY TEMPLATE

How do you write your story and write it so it engages your audience? We have seen in the video that every good story should have three things: The Beginning, The Middle and The End.

However before you start to write your story, you need to do ask yourself some important questions:

- Who is your audience?
- What is their pain?
- How can your product/service relieve the pain and bring the desired outcome?

Your story should not be about you. It should be about your audience. Here you will find a [template](#) and a [guideline](#) to work with ...

#### Act 1 – The Beginning

Where are we and when is it?  
 Who are we in this setting?  
 Why are we here?  
 What do we want to see happen?  
 How do we get there from here?

#### Act 2 – The Middle

**Method #1**  
 What are the three things you want your audience to remember after you have told your story?  
**Method #2**  
 Write down the top three reasons why your audience would say "NO" to your message. Then respond to each of those concerns in your main body.

#### Act 3 – The End

Restate the crisis that faces the audience.  
 Restate your solution.  
 Communicate your Call-to-Action.  
 This can be a simple solution or statement.

## Plan and create the content

One way to plan your social media content is to take a half day or a full day dedicated to content production for the next months. A very simple way is to start with the choice of powerful images accompanied by catchy phrases. You will find some very interesting images on sites that offer free images like [Pixabay](#). It is also possible to find video sequences on the site [Pexels videos](#). Then find some slogan with [Slogan Generator](#) or [catchy phrases](#) which can make the images more explicit. If you need some sound to make your video or images more powerful you will find in [Bensound](#) website some free music sequences.

And that's the job, add the phrase or slogan on the chosen images and use the social media content planners to regularly post content. Ideally, the use of your own images or videos would be even more relevant if the quality is there. Why not invite a few employees or friends who will agree to present your products on images and even play as an actor for the production of videos? You will learn on the module Video Editing how to use Microsoft Photos to produce videos.



Video Editing

## Module 3 – Facebook

### FACEBOOK, A MARKETING TOOL



Facebook is an incredibly powerful marketing tool. You've no doubt heard this already. Never before have businesses been able to reach their customer base so easily, and on so intimate a level. Of course, that in and of itself means you cannot go in without a clear plan, one which needs to be flexible enough to evolve with your changing business needs.

You might already have a personal account with Facebook. But for your business you need to create a specific page dedicated to your Business. You can create your page using your personal account or create a new account specifically for your business.

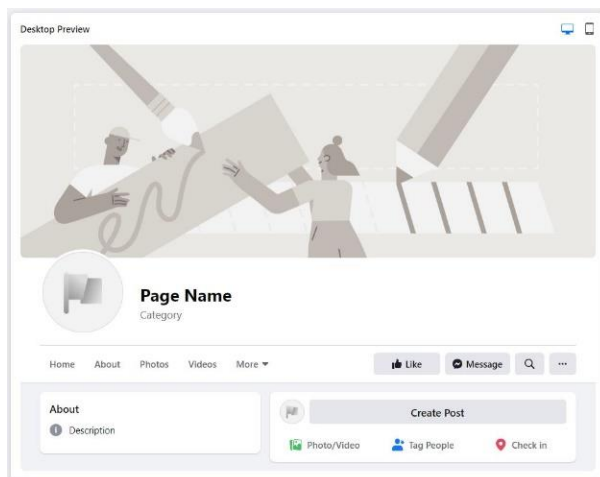
On the link [Facebook for Business](#) you will find everything that could be useful for using Facebook to meet your business goals.. You will have the latest news, advertising tips, best practices and some case studies.

## FACEBOOK PAGE

The first step is creating a Facebook page for your business – not a Facebook profile. A profile is a personal Facebook account that's designed to share personal information and photos with friends and family. Pages are public profiles that let businesses and public figures connect with fans and customers. Users just have to like a page to start seeing updates from the page on their news feed.

When you're creating a page, Facebook will ask some questions, such as a category to describe your page, business name, address and phone number. You also have the option to upload profile and cover photos.

It's important to include all the information you can so customers can easily recognize your page and can find the information about your business. In this video you will find a tutorial on how to build your Facebook Page.

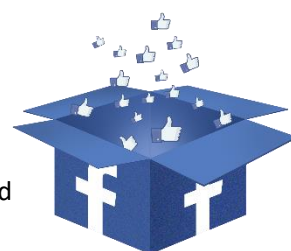


## FACEBOOK BEST PRACTICES

Once you've created your business's Facebook page, the real challenge begins. You should regularly create content and engage with followers.

So respond to messages, use publishing tools and schedule posts in the future and most important know your target audience. Be personable, not just salesy and offer give-aways and contests. Like and share relevant content from other sources. The worse thing is to publish a post and then not open Facebook for weeks.

And finally remember that Facebook should be a way to bring the customers in your website. So don't forget to include the link to your website.



## Module 4 – Instagram

### WHY INSTAGRAM?

People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses. In short, the point of Instagram is to make connections with people who see the world in interesting ways. You can find and follow people based on the kinds of images that inspire them, and if they like yours, they'll follow you back.

Instagram is trending up among the young generation. By the time parents and grandparents joined Facebook, young adults withdrew to Instagram. So if you aim to sell your products to young people, you have to be visible on Instagram.

Instagram has better statistics in engagement and content sharing than Facebook. All in all, Facebook has more total users but Instagram also has a very strong following. So for your business, it's a question of being at the right places.



## INSTAGRAM FOR BUSINESS

[Instagram Business](#) will teach you how to install your business in the platform. With a business account you can add information about your company like business hours, location and phone number. You can also get metrics on how your stories and posts perform throughout the day.

They will also guide you on creating Instagram content. You will find some videos to inspire you on how to build your stories. Instagram was acquired by Facebook in 2012. So don't be surprised if some links exist between the 2 platforms.



## INSTAGRAM BEST PRACTICES



Being present on Instagram means more than just uploading your brand photos and videos. Since Instagram is such a visual-first network, it's the perfect place to show off how your brand stands out with a unique visual identity. Storytelling is an amazing way to market your brand and create engaging images or videos.

Drive engagement with your own followers to get more visibility here, and use [hashtags](#) that highlight the topic of your posts to earn more interest.

Being authentic on Instagram is what users crave, so use this channel to engage and inspire your audience through attractive and interesting visuals.

## Module 5 – YouTube

### WHY A CHANNEL YOUTUBE?

If a picture is worth a thousand words, then how many words is a video worth? Youtube is the second most popular search engine in the world with a staggering 2 billion users. Google, being number one, owns YouTube. So it should come as no surprise that SEO best practices for Google stand true with YouTube as well.

Contrary to other social media channels where users subconsciously swipe through content, with YouTube the user has an objective in mind. That objective can be finding a solution to a problem, improving a skill like, or entertainment.

The advantage that you have is the ability to step into the shoes of your target audience. Make it easy for your target market to find your brand by thinking of the questions that your customers are asking and addressing them in the title and description of your videos.



## STARTING WITH YOUTUBE

So you are new with YouTube and doesn't even have a YouTube account. Then you will have to create first a YouTube account in order to have your own channel, all this for free.

Videos make things easier to understand and since technology is constantly changing, when I want to know how it works, I always look on YouTube for a video that will show me how! I found this video to help you start the process and I recommend that you visit the [channel](#) of this young woman. You will find more tricks.



## YOUTUBE BEST PRACTICES

YouTube is also a social network of its own. Your audiences might tune in to your content regularly to see what you post, so it's important to create a schedule and stick to it in a cadence that anyone can follow.

Your content should be created with a purpose: to serve your business goals while entertaining your potential customers. Take the time to add a call to action within your video to bring your followers in your Website.

YouTube videos can also be educational. Your audience is likely to turn to your video content throughout the buying process, but especially at the end. Don't be afraid to create content with a focus on specific products to emphasize how they can help buyers.



## Module 6 – Google My Business

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### WHY GOOGLE MY BUSINESS?



Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. If you verify and edit your business information, you can both help customers find your business and tell them your story.

The benefits are that you can manage the information that Google users find when they search for your business, or the products and services that you offer. Customers can give some reviews and post photos that show off what you do.

Don't forget that many searchers are on the go, looking for local results on smartphones.

If your business cannot be found in Google map you might give more customers to the competition. To be found easily on Google Map, you need to register in Google My Business.

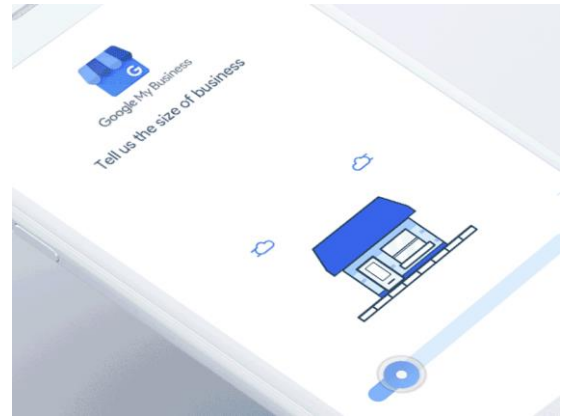


## STARTING WITH GOOGLE MY BUSINESS

Signing up with [Google My Business](#) is pretty easy. Of course, you need first a Google Account and after just follow the instructions. In the process, Google will verify your business. Verification protects you from anyone who might otherwise pose as a representative of your business. Until you've completed verification, you won't be able to edit the business information that appears on Google.

It may take a few weeks for your business information to appear across Google. Once your information is live, check out your listing. Just search for your business name and city in Google Search or Maps and see what appears.

You will have also the possibility to create a free Website. If you don't have one yet, it might be interesting to use this platform. The tool is very easy to understand.



## HOW TO OPTIMIZE GOOGLE MY BUSINESS

1. Complete your business information and add a description
2. Upload more and better images
3. Respond to Google My Business reviews (yes, all of them)
4. Use posts to promote events, offers, and content
5. Create and upload videos
6. Add shortnames

You will find more tips and details on this [link](#).

