

SOCIAL MEDIA FOR ENTREPRENEURS

Facilitator's Guide



Youth Employment Services - YES
www.yes.on.ca

Social Media for Entrepreneurs: Workshop At-A-Glance

Overview and Purpose

This workshop allows participants to explore various social media platforms for their marketing potential and their revenue generating potential. Social media platforms explored include: YouTube, Facebook, Twitter, Snapchat and Instagram. Participants listen to the stories of successful use of social media by entrepreneurs for both marketing and revenue generation.

Time

The workshop is between three to six hours long. All timings provided in the Facilitator's Guide are approximate. Note that the timings for the slides don't add up exactly to three or six hours, because some of the activities can be extended or shortened. You can lengthen, shorten or leave out activities based upon the needs of your participants and the amount of time you have for the workshop. This is a challenging and numbers-heavy module. You might want to take breaks more frequently in this module, every 45 minutes or hour.

If you would like to split this workshop into two parts, divide it between constructing a budget and understanding financial statements, activities four and five.

Learning Outcomes

At the end of this workshop participants will be able to:

1. Differentiate between social media use for marketing and for revenue generation.
2. Identify the differentiating features of the social media platforms YouTube, Facebook, Twitter, Snapchat and Instagram.
3. Identify how each of the platforms can be used for marketing purposes.
4. Identify how each of the platforms can be used for revenue generation.
5. Create a social media plan for their business for marketing and/or revenue generation.

Leading Questions

As participants complete this workshop, they will think about and answer the following questions:

1. Which social media platforms do you use for personal reasons?
2. What do you like about each of these platforms?
3. What do you not like about each of these platforms?

4. Which social media influencers do you personally follow? Why?

Workshop Agenda

Introductions and Workshop Overview

1. Your Personal Social Media Use
2. Social Media Platforms for Business
3. Social Media for Marketing
4. Social Media for Revenue Generation
5. Developing a Social Media Plan
6. Review and Wrap-Up
7. Additional Resources

Materials Needed

1. White board/Screen/
Internet connectivity
2. Each participant should have a workbook and a device
3. PPT Presentation *Social Media for Entrepreneurs*
4. The Additional Resources section has recommended short videos on different aspects of using social media as an entrepreneur. If you have a class that responds well to videos, integrate these into your module delivery.

Formative Assessment

Concept Check Multiple Choice Quiz (completed as a class).

Detailed Workshop Plan

Slide
1



Timing: Display as the participants come in.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: None.

Slide
2



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: Introduce yourself as the instructor. Have each participant briefly state their name. Have each participant put a name card in front of them for your reference.

Slide
3



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: Review all of the housekeeping details indicated on the slide. For cell phone use, indicate that if they are expecting an urgent call, their phone should be on vibrate. Otherwise indicate it should be on silent. They should not respond to texts or emails during the workshop.

Slide
4



Workshop Materials



Participant Workbook



Digital device



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Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: One Participant Workbook per participant.

Procedures and Notes: Direct participants to their Participant Workbooks. Have them put their names on them. Indicate that this is their record of the key information in the workshop and ideas they generate during the workshop. Indicate that there are several activities in which they may choose to use their cell phone/device.

Slide
5

Rules of Engagement

- This workshop is for you.
- Ask your questions.
- Make your comments.
- One person speaking at a time.
- Communicate respectfully even when you disagree.
- Have some fun along the way.

©7/2019 5

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: Review your expectations for the participants. Indicate that your role is to guide them through the material and facilitate discussion.

Slide
6

Learning Outcomes

At the end of this workshop you will be able to:

1. Differentiate between social media use for marketing and for revenue generation.
2. Identify the differentiating features of the social media platforms YouTube, Facebook, Twitter, Snapchat and Instagram.
3. Identify how each of the platforms can be used for marketing purposes.
4. Identify how each of the platforms can be used for revenue generation.
5. Create a social media plan for their business for marketing and/or revenue generation.

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Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 2.

Procedures and Notes: Review the learning outcomes of the workshop, stressing the practical knowledge and abilities that participants will walk away with.

Slide
7

1. Your Personal Social Media Use
2. Social Media Platforms for Business
3. Social Media for Marketing
4. Social Media for Revenue Generation
5. Developing a Social Media Plan
6. Review and Wrap-Up



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 3.

Procedures and Notes: Review the agenda for the course.

Slide
8

1. Your Social Media Use



1. Which social media platforms do you use for personal reasons?
2. What do you like about each of these platforms?
3. What do you not like about each of these platforms?



Timing: 15 minutes.

Interaction Pattern: Small groups.

Materials Needed: Page 4.

Procedures and Notes: To introduce the topic of social media for entrepreneurs, direct the participants work in small groups to discuss the three questions on the slide. Monitor their discussion. Wrap up the activity by inviting some of the groups to share their preferred social media platforms and why.

Slide
9



2. Social Media Platforms for Business

When we use social media with our business we need to strategically decide which platforms to use and which platforms NOT to use. To make these decisions we need to analyze the different social media platforms to decide which ones can help us with our business and which ones can't.

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 4.

Procedures and Notes: Using the information on the slide as a guide, indicate that our first step in using social media for our business is to analyze each social media platform from the perspective of a business, not a personal user. To shift our perspective we need to first understand the purpose, features and functionality of each platform. We then consider, given these characteristics, how we might use the platform for our business and then possible challenges the platform might

present for our business.

Slide
10

Social Media Platforms for Business



Complete the chart by analyzing each of the social media platforms for their purpose, features, functionality, possible uses and challenges when used for a business.



Timing: 30-45 minutes.

Interaction Pattern: Small groups, whole class.

Materials Needed: Pages 4 and 5. Each participant will need a device and internet access.

Procedures and Notes: Divide the class into small groups. Assign each small group either one or two of the social media platforms to analyze. Direct them to fill in the chart for their assigned social media platform, first indicating the purpose, features and functionality of the platform, then the possible uses for a business, and finally possible challenges when used for business. Give them 15-20 minutes to complete this task.

Have each group present their ideas to the whole class, while all other participants take notes and complete their charts. If you have a large whiteboard space put each group's answers into a chart on the board.

See the appendix at the end of this Facilitator's Guide for a completed chart. You can copy this and distribute this to the participants after the whole class discussion.

Slide
11



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 6.

Procedures and Notes: Tell the class that once we have analyzed the different social media for their potential in our business we need to decide how we are going to actually use social media for our business. Point out that we can use social media for our businesses in two general ways: for marketing and revenue generation. Depending on our business, we may use social media for just one of these purposes or both.

Slide
12



Timing: 5 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 6.

Procedures and Notes: Tell the class they will first explore social media for marketing. Using the information on the slide, highlight that social media can be a cost effective and accessible way to reach our target market. Emphasize the word “can” because social media can also be costly if ads and post boosting are used. If we spend money on social media advertising we need to monitor our results and return on investment very closely.

The first question in any social media use for marketing is which social media platform(s) will reach our target market. Each social media platform attracts a slightly different set of users. We need to make sure our target market are users of the social media platforms we select.

Slide 13

Social Media for Marketing
 3.1 Reaching Our Target Market




Complete the chart with information about the characteristics of users of the different social media platforms. Include information such as their age, gender, interests, location, income level and purpose for using the social media platform.



8/7/2018 18

Timing: 20-30 minutes.

Interaction Pattern: Small groups.

Materials Needed: Pages 6 and 7. All participants need a device and access to the internet.

Procedures and Notes: Direct participants to work in small groups to identify the characteristics of users of the different social media platforms. They should consider age, gender, interests, location, income level and purpose in their analysis. There are eight platforms to analyze. Depending on the number of participants in your group, divide the platforms up among the groups, having each group research one or two platforms. Then have the groups present their analysis to the whole class. All participants should complete their charts on pages 6 and 7 as the other groups present their research. As small groups present, ensure that the different platforms are compared and contrasted in detail for their characteristics.

A completed chart is provided in this Facilitator’s Guide in the appendices. You can print copies of this and distribute it to the class at the end of the all of the small group presentations.

Slide 14



Using your previous analysis, identify the two social media platforms that are most likely to reach your target market and why.



8/7/2018 14

Timing: 5-10 minutes.

Interaction Pattern: Pairs.

Materials Needed: Page 7.

Procedures and Notes: Participants work in pairs to identify the two social media platforms whose users are most likely to be a part of the target market for their business. They critique each other’s selections to

ensure that they are both on the right track. Ask several pairs to share their selections and the reasons for those selections with the class.

Slide 15



Social Media for Marketing

3.2 Creating Content

When we use social media for marketing purposes, we need to create regular content for those who follow us. We should post new content a minimum of every other day, but more frequent posting is better, especially when we are starting out. We need to make sure that our content will interest our target market and that the social media platform we use is the best platform for that content.

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 7.

Procedures and Notes: Tell the class that their next set of decisions when using social media for marketing purposes is to identify the type of content they will post on their selected platforms as well as the frequency of posting.

Slide 16




The chart has different types of content that we can post on social media. Identify the social media platforms for which the types of content would be useful. There is more than one answer.

Timing: 15-20 minutes.

Interaction Pattern: Small groups.

Materials Needed: Pages 7 and 8.

Procedures and Notes: Direct participants to work in small groups to complete the chart on pages 7 and 8. Participants identify the social media platforms that most suit the type of content given in the left-hand column. There is more than one possible answer for each type of content. Once they have completed the chart, discuss their ideas as a whole class.

A completed chart is provided in this Facilitator’s Guide in the appendices. You can print copies of this and distribute it to the class at the end of the all of the small group presentations.

Slide
17



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 8.

Procedures and Notes: As a class indicate that one factor we also need to consider is the practicality of different types of content. Some content takes more time, effort and money to create than others. We may want to create a particular type of content, but if we don’t have the resources to do so, we need to make a different choice.

Slide
18



Timing: 10 minutes.

Interaction Pattern: Whole class, pairs.

Materials Needed: Page 4.

Procedures and Notes: Discuss the questions on the slide. You are looking for the following:

- Video is the most resource intensive type of content, followed by audio. Both of these often need to be edited if they are to be done well.
- Images don’t take many resources, given the quality of images that smart phones can now produce.
- Lengthy text, such as a blog, takes time to write, but does not take money.

Have participants work briefly in pairs to discuss which types of content they are most likely to create for their social media marketing and why.

Slide
19



Social Media for Marketing

3.3 Engaging with Our Target Market

It is not enough just to post content on a social media platform. We also need to engage with those on the platform to create dialogue and conversation. We do this by responding to the content that other users post and by replying to engagement on our posts.

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 8.

Procedures and Notes: Introduce the idea of engaging with our target market through social media. Stress that the power of social media for marketing is that it allows for two-way engagement with our target market, rather than the one-way engagement of other marketing channels. We need to exploit this power with our social media activities.

Slide
20



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 8.

Procedures and Notes: Discuss the different ways to engage with our target market on social media, using the information on the slide as a starting point. Ask participants which types of social media engagement they currently use for their personal social media platforms, and why. Ask them what they like and don’t like about engaging on the different platforms.

Slide
21



Social Media for Marketing

We once again have to be practical about our engagement with our target market on social media balancing the time, effort and money it takes to engage with our target market, with the impact it has.

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 9.

Procedures and Notes: Emphasize that as entrepreneurs, practicality once again has to guide our use of social media for marketing purposes. We have to balance the time, effort and money it takes to engage with our

target market, with the results that we get and the impact we have.

Slide
22



Which of the ways of engagement do you think create the strongest connections with our target market? Which do you think take the most time?

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 9.

Procedures and Notes: As a class, discuss the questions on the slide, to identify the ways of engagement that create the strongest connections and which take the most time.

You are looking for:

Replies and comments, and private messages create the strongest connections with our target audience but they also take the most time. Indicate that we often have to balance these two characteristics in our choices of engagement with our target market. We will usually do some of the less connective but broader reach engagement such as subscribing, likes/dislikes and different quick types of comments like emojis. We will then do some deeper level engagement with selected, often influential individuals in our target market.

Slide
23

Social Media for Marketing

3.4 Getting Heard in a Noisy World

All social media platforms are very noisy, busy and full of users all trying to do the same thing we are—get heard and get noticed.

Hash tags and **key words** are search tools that social media users can use to search all of the content on the social media platform to find content that is relevant and interesting to them



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 9.



Procedures and Notes: Tell the class that getting noticed and heard on social media is very challenging, because they are competing with every other business and every other individual. Social media marketing, while it can be cost effective, takes place in a very busy and noisy space.

Tell the class that in order to get heard by our target market, we need to use the tools built into the social media platforms: hashtags and key words.

Ask the class what hashtags and key words are. You are looking for the following:

- **Hashtags** are individual words or short phrases, preceded by a hashtag, that allow us to classify the topic, theme or key message of our post. Users can search the social media platform for all engagements that use those hashtags.
- **Key words** are tags that we can put on our posts in certain social media platforms, such as blogs, that also capture our topic, theme or key message. Users searching with those key words can find our posts.

Slide
24

What hash tags and key words should you include in all of your social media posts to promote your business? Identify at least five that you could use. Search at least two social media platforms to see if others are using these hash tags or key words, and if yes, is the content a good match for your content.

yes

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Timing: 15-20 minutes.

Interaction Pattern: Pairs.

Materials Needed: Page 9.

Procedures and Notes: Direct participants to work in pairs to identify the hash tags and key words they should use in the social media content for their business. Each person in the pair should identify at least five for their respective businesses. Pairs should then search at least two social media platforms with these hash tags and/or key words. They should note who else is using the hash tags/key words and the content to which the hash tags/key words are attached. They should decide if these are all a good match for their business and for the content they would put on the social media platforms.

Have several pairs share their work with the rest of the class.

Slide
25

Social Media for Marketing

Some social media platforms have options for **paying** to increase our chances of coming to the attention of our target market. These options include paying to boost our posts to a larger audience and paying for ads to appear on the home pages of users.



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 9.

Procedures and Notes: Indicate to the class that there are also paying options for increasing the likelihood that they will be heard by their target market. Two simple examples are paying to boost our post so it is seen by a larger audience and paying for ads to appear on the home pages of social media users. Note that these paying options differ by social media platform and are continually evolving. Also note that it is very easy to spend a lot of money for marketing on social media. If they go the route of paying for some of their social media marketing they need to make sure they monitor the results very closely. If they don’t see an impact on inquiries and revenue, they need to re-think their approach, and not continue to spend money on something that isn’t working.

Slide
26



Select two social media platforms that you might use for your business. Identify at least one way in which you can pay to get more attention to your content on those two social media platforms. Find out the process and the pricing.

Timing: 15 minutes.

Interaction Pattern: Pairs.

Materials Needed: Page 9.

Procedures and Notes: Direct participants to work in pairs to select two social media platforms. They should then research at least one way in which they can pay to get more attention to their content on each of those two platforms. This should include getting information on the process and the pricing.

There is no answer key to this task because answers to the research change rapidly as social media platforms evolve their options.

Have several groups share their research with the whole class. Emphasize that these options change frequently and are designed to create urgency with you as a business owner. Tell them they should not allow themselves to be pressured into any particular option. They should also always check the terms and conditions of any options that they choose to try.

Slide 27



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 9.

Procedures and Notes: Introduce the second way to use social media in a business, as a source of revenue. Tell the class that there is a lot of variation from one social media platform to the next in terms of revenue generation opportunities, and that these opportunities evolve rapidly.

Slide 28



Timing: 30-45 minutes.

Interaction Pattern: Small groups.

Materials Needed: Page 10, participants devices with internet connections.

Procedures and Notes: Direct participants to work in small groups to research the different social media platforms and how each can be used for revenue generation. Assign each group at least one social media platform to research. Have groups present what they found to the whole class. Participants should complete the charts on page 10 as the small groups present.

Emphasize for the class that many of the

revenue opportunities on social media platforms can start out as Side Hustles, work they do in their free time after a regular job. Once they see their idea get traction, they can then move into the business full time.

A completed chart is provided in this Facilitator’s Guide in the appendices. You can print copies of this and distribute it to the class at the end of the all of the small group presentations.

Slide 29



Social Media for Revenue Generation

4.2 Social Media Influencers

Social media influencers are individuals who have the power to affect the purchasing decisions of others because they have built up an authoritative relationship with a large social media audience. This authority can come from knowledge, expertise, experiences, personality, family name or any other quality that causes social media users to grant the social media influencers status.

8/7/2018 29

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Pages 10 and 11.

Procedures and Notes: Ask the class what social media influencers are. Use the information on the slide to fill out the definition you receive from the class.

Continued on the next slide.

Slide 30



Social Media for Revenue Generation

Social media influencers make revenue in different ways, depending on the social media platform. They can make revenue through posting paid content on their accounts, commissions on products sold due to their influence or streamed advertising accompanying their content

8/7/2018 30

Timing: 20-25 minutes.

Slide 31

Who are your favourite social media influencers? Why do you like them? How do they make money from social media?

Timing: 10 minutes.

Interaction Pattern: Pairs.

Materials Needed: Page 11.

Procedures and Notes: Direct participants to work in pairs to discuss the questions on the slide. Call on several pairs to share their discussions with the whole class.

Slide 32

Find at least two social media influencers in the same type of business you are in. What content do they post? How do they engage with their followers? What can you learn from them about using social media to earn revenue?

Timing: 20-30 minutes.

Interaction Pattern: Individual, small groups.

Materials Needed: Page 11, one device per participant with internet connection.

Procedures and Notes: Direct participants to work individually to research at least two social media influencers in the same type of business. Tell them to note the content the influencers post, how they engage with their followers, and what can be learned from them about earning revenue on a social media platform.

Have participants get together in small groups to share what they found about different influencers.

Slide 33

Social Media for Revenue Generation

4.3 Online Marketplaces

A different type of social media platform that lends itself to revenue generation is an **online marketplace**, an online space in which sellers and buyers can connect to complete transactions. There are general marketplaces and specialized marketplaces, for both products and services. The marketplace platforms charge fees for the transactions that take place on the platform

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 11.

Procedures and Notes: Introduce another revenue generation option with social media platforms, online marketplaces. Describe the platforms using the information provided on the slide.

Slide
34



Investigate the online marketplaces below and complete the description. Are they general or specialized marketplaces? If they are specialized, what do they specialize in? How does the platform work? What fees do they charge for the transactions that take place on their platform?

Timing: 20-30 minutes.

Interaction Pattern: Small groups.

Materials Needed: Pages 11 and 12, participant devices with internet connection.

Procedures and Notes: Direct participants to work in small groups to investigate online marketplaces. Assign one marketplace to each small group. Have them find the answers to the questions given on the slide about their assigned marketplace.

Have small groups present their research to the whole class. Participants should complete the chart on pages 11 and 12 based on the presentations of their classmates.

Stress that online marketplaces represent another Side Hustle opportunity. Entrepreneurs can start by selling a small number of products or services through an online marketplace part-time and then when the demand increases, they can move into the business full-time.

A completed chart is provided in this Facilitator’s Guide in the appendices. You can print copies of this and distribute it to the class at the end of the all of the small group presentations.

Slide
35



Social Media for Revenue Generation

WARNING: If you use online marketplaces for your business be smart about your personal safety.

Never meet potential buyers alone. Always let more than one person know if you are meeting a potential buyer. Let them know the start time of the meeting, projected finish time and place. Meet potential buyers in public places not your home. If you are going to do ongoing business with a potential buyer ask for references. Pay attention to reviews if available.

Timing: 5 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 12.

Procedures and Notes: Review the warning presented on the slide about personal safety and online marketplaces. Stress that personal safety is more important than any sale.

Review the steps given on the slide so that participants can prioritize their personal safety. If time allows you can expand the discussion to personal safety with respect to all social media.

Slide 36

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 13.

Procedures and Notes: Tell the class that to bring all of their work together on social media, the final step is to create a social media plan for their business. Use the information on the slide to describe what goes into the social media plan.

Slide 37

Timing: 5 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 13.

Procedures and Notes: Review the structure and content of the simple social media plan provided on page 13 in the participant manual for Perfect Pet Services.

Continued on the next slide.

Slide 38

Continued from previous slide.

Slide
39



Timing: 20-30 minutes.

Interaction Pattern: Individual, pairs.

Materials Needed: Page 14.

Procedures and Notes: Direct participants to work individually to complete a simple social media plan for their business, with two selected social media platforms. They can use the blank model provided on page 14. If time allows, have them share their social media plan with a partner to be critiqued. If you don’t have enough time for participants to complete this in class, assign it as homework.

Slide
40



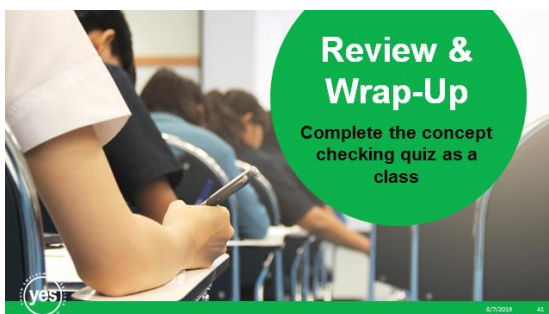
Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 18.

Procedures and Notes: Quickly review the topics covered in the module.

Slide
41



Timing: 5-10 minutes.

Interaction Pattern: Whole class.

Materials Needed: List of quiz questions at the end of the Facilitator’s Guide. One set of A, B, C cards for every four participants.

Procedures and Notes: Quickly review the topics covered in the module. Divide participants into teams of three or four. Give each team three cards or pieces of paper, with large A, B and C on each piece. Read each multiple choice question below out loud. Teams have ten seconds to decide on the BEST answer and hold up the appropriate card. Provide the correct answer (indicated

in bold on the list of questions) and discuss any questions about the answer. Teams get one point for each correct answer. Teams keep track of their own scores. The team with the most points at the end of all of the questions is the winning team.

Slide
42



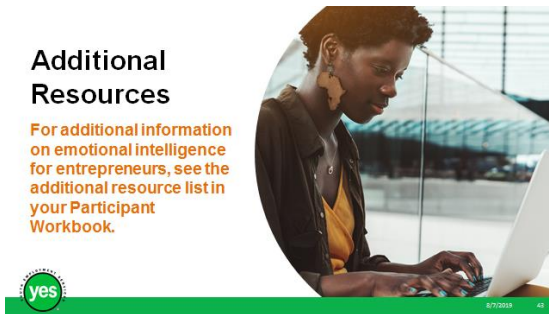
Timing: As needed.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: Ask if there are any final questions or comments about the content of the module.

Slide
43



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: Direct participants to the additional resources at the end of the Participant Manual for further information.

Module Review Quiz Questions

The correct answer is in bold.

1. What are two ways that we can use social media for our business?
 - A. Expanding our personal network and establishing ourselves as experts in a field.
 - B. Marketing and revenue generation.**
 - C. Reaching our target market and eliminating unproductive leads.
2. What is the first question we need to ask when planning to use social media for marketing?
 - A. Which social media platforms do our target market use?**
 - B. Which social media platform is the most cost effective?
 - C. Which social media platform is the easiest to use?
3. How frequently should we post on a social media when using it for marketing?
 - A. A minimum of once an hour.
 - B. A minimum of once a week.
 - C. A minimum of every other day, but more frequent posting is better.**
4. Which type of social media content takes the most time, effort and money to produce?
 - A. Long video content.**
 - B. Long text content such as a blog.
 - C. Images taken with our cell phones.
5. Which method for engaging with our target market on social media takes the most time and effort?
 - A. Emojis.
 - B. Likes or dislikes.
 - C. Replies and comments.**
6. What is the purpose of hash tags and key words in our social media posts?
 - A. They demonstrate to our target market that we know the current trends in the market.
 - B. They allow us to categorize our posts by topic, theme or word phrase so that our target market can find our posts through a search.**
 - C. They encourage our target market to read our posts by emphasizing the importance of what we need to say.
7. What are social media influencers?
 - A. Social media influencers are individuals how have the power to affect the purchasing decisions of others because they have built up an authoritative relationship with a large social media audience.**
 - B. Social media influencers are groups of people who collectively direct the trends in a particular type of business or industry.

- C. Social media influencers are individuals who encourage negative behaviour in social media users through spreading fake news and otherwise derogatory information.
8. What is an online marketplace?
- A. An online marketplace is an online platform on which retailers can sell clothing that is not available in their bricks-and-mortar stores.
 - B. An online marketplace is a social media platform on which second-hand goods can be given away to people who need them.
 - C. **An online marketplace is an online space in which sellers and buyers can connect to complete transactions for products or services.**
9. What is one thing we should do to ensure our personal safety when using an online marketplace to sell our products or services?
- A. **Meet potential buyers in a public place, not your home.**
 - B. **Always let someone else know if we are meeting a potential buyer, the location of the meeting and the meeting start and finish time.**
 - C. **Never meet potential buyers alone.**

Tell the class that Question #9 is a trick question. We should do all of these things.

10. What is a social media plan?
- A. It is a document that contains all of the log in information for all of the social media platforms we use for our business.
 - B. It is a document that has all of the research we have done on social media, including which social media platforms we will not use and why.
 - C. **It is a document that identifies the social media platforms we will use, how we will use each platform, the content we will post, how we will interact with our target market and how we will boost our posts.**

Appendix A: Analysis of Social Media Platforms

Pages 4 and 5 in the Participant Workbook

*MAU means Monthly Active Users

Note that the answers below are not the only possible answers.

Social Media Platform	Purpose, Features and Functionality of the Platform	Possible Uses for a Business	Possible Challenges for a Business
Facebook	<ul style="list-style-type: none"> • Use it for engagement with our community of friends and family. • Has the most users of any social media platform (2.23 billion MAUs). • Most global reach of all of the social platforms. • Can share multiple formats (text, audio, photos, video). • Fairly even demographic distribution. 	<ul style="list-style-type: none"> • A Facebook page can be our company webpage until our business can afford to develop a real webpage. • We can create a community of followers to promote our company products and services. • We can pay for ads to reach our target market. • We can sell our products or services in the online marketplace. 	<ul style="list-style-type: none"> • They have had a number of significant data breaches. • Sites are regularly hacked. • There are bots that mimic real users and distort usage and reach. • The platform is used to spread violent images and events. • The platform is used to spread fake information.
Twitter	<ul style="list-style-type: none"> • It is used to share real time information and events. • It is used to share news, entertainment, sports and politics. • It has 335 million MAUs. • It only allows 280 characters per tweet, so it forces directness and conciseness. • We can engage with different communities based on personal and 	<ul style="list-style-type: none"> • We can attract target market followers with the right hash tags for them to find us through searches. • We can use the right hash tags to directly reach our target market. • We can use Twitter to promote what we are doing or thinking in real time, for example if we are at an event or running an event. • We can follow trends 	<ul style="list-style-type: none"> • The small number of characters (280) can limit our messaging to simple “sound bites”. We can’t address anything complex within that character count. • Messaging can be perceived as polarizing because of the limited character count.

Social Media Platform	Purpose, Features and Functionality of the Platform	Possible Uses for a Business	Possible Challenges for a Business
	professional interests. <ul style="list-style-type: none"> We can search by topic and key word using hashtags. We can follow real time events using hash tags. 	by monitoring hash tag use.	
Instagram	<ul style="list-style-type: none"> We engage with a community through visual material It is used to share photos, videos and stories. We can apply filters to our photos to show our location, ideas or just to make them visually interesting. We can post our photos and videos to other social media sites. It has 1 billion MAUs 	<ul style="list-style-type: none"> We can show our target market what we do with creative images, filters, and videos. Instagram focuses on telling stories. For example, we can use imagery and video to show our target market behind the scenes, for example how we make something. Or we can tell stories of events we go to or places we visit for our business. We can use the right hash tags to directly reach our target market. 	<ul style="list-style-type: none"> It takes time and creativity to develop visually appealing images and videos that will attract attention on Instagram. Instagram has a distinct demographic profile (teens and young adults). We need to make sure that is our target market.
LinkedIn	<ul style="list-style-type: none"> We use it to engage with communities of professionals. It is considered the professional networking social media site. We can use it to present all of our professional experiences and 	<ul style="list-style-type: none"> We can use it to establish ourselves and our business as a thought-leader and authority in our sector or profession. We can use it to present our professional resume to establish our personal credibility. 	<ul style="list-style-type: none"> It is not a good fit if we are looking to sell to individual customers. It is more effective for selling to businesses. LinkedIn has a distinct demographic profile (professionals in their 30s and 40s). We need to make

Social Media Platform	Purpose, Features and Functionality of the Platform	Possible Uses for a Business	Possible Challenges for a Business
	credentials. <ul style="list-style-type: none"> We can use it to post or find resumes and jobs. It has 294 million MAUs. 	<ul style="list-style-type: none"> We can use it as a source of business advice as entrepreneurs. We can use it for selling B2B (business to business). 	sure this is our target market.
Pinterest	<ul style="list-style-type: none"> Visual representations of ideas that users bookmark for ideas for their projects. Common categories are arts and crafts projects, do-it-yourself projects, fashion, travel. The objective of the platform is not engagement, rather it is to discover new ideas and be inspired creatively. It has 250 million MAUs 	<ul style="list-style-type: none"> We can show our target market what we do with colourful, creative images. We can establish ourselves as an authority in our sector (for example as a fashion authority or a design authority). We can then use this authority to secure promotional contracts for different products. 	<ul style="list-style-type: none"> It takes time and creativity to develop visually appealing images and videos that will attract attention on Pinterest. Pinterest has a distinct demographic profile (women). We need to make sure that is our target market. Pinterest has distinct topics or sectors (arts and crafts, fashion, decorating). We need to make sure this is a fit with our products or services.
YouTube	<ul style="list-style-type: none"> Engagement with the community through video, both long and short, recorded and live. Videos can be searched by key words. Content providers have their own channels to which users can subscribe. The platform has 1.9 	<ul style="list-style-type: none"> We can earn money for ads that appear with our videos if our site reaches a certain amount of viewership. We can create videos that showcase our products or services. This can include videos showing us making our products 	<ul style="list-style-type: none"> The platform is VERY crowded. It is very hard to get heard. Creating noteworthy videos is time consuming. We need the right equipment to do quality videos. Hiring someone for editing can be expensive if we don't have the skill

Social Media Platform	Purpose, Features and Functionality of the Platform	Possible Uses for a Business	Possible Challenges for a Business
	billion MAUs	or delivering our services.	ourselves.
Snapchat	<ul style="list-style-type: none"> • The platform is for engagement with friends and family by sharing stories through photos and videos. • We can use different filters and lenses to create fun and entertaining images. We can also use the filters and lenses to • Anything posted on the platform will disappear after 24 hours, so it is for current, real-time interactions. • The platform has 255 million MAUs. 	<ul style="list-style-type: none"> • We can create stories with photos and videos that showcase our products or services. • We can use filters and lenses to give our images a particular look or to make them more fun and engaging than a normal photo or video. 	<ul style="list-style-type: none"> • Snapchat has a distinct demographic profile (teens and young adults). We need to make sure that is our target market. • The content disappears in 24 hours, so our posts are not available for our target market to find later.
Blog (WordPress or other)	<ul style="list-style-type: none"> • There are different blog platforms. • We engage with a community with similar interests with more detail and at a deeper level. • We can share experiences, stories, perceptions, opinions and perspectives. • It is more text-focused than the other platforms, with the text supplemented with images, links and 	<ul style="list-style-type: none"> • We can engage with our target market at a deeper level with lengthier texts. • We can use our blogs to establish ourselves as a thought-leader or expert in a particular area. • We can use our blog to promote our product or services. • We can use our blog to promote the products or services of others for a commission. 	<ul style="list-style-type: none"> • We have to blog regularly to establish a presence and reputation among regular blog readers. It takes on average 3.5 hours to write one blog, so this is a large time commitment. • If our target market is not large to begin with, our blogs may only be read by a small audience. We need to ask if this type of time

Social Media Platform	Purpose, Features and Functionality of the Platform	Possible Uses for a Business	Possible Challenges for a Business
	video links. <ul style="list-style-type: none">• We can share our blogs through our other social media platforms.	<ul style="list-style-type: none">• We can tag our texts with key words so that our target market can find our ideas.	commitment is a good investment of our marketing time.

Appendix B: Social Media Platform Users

Pages 6 and 7 in the Participant Workbook

Note that the answers below are not the only possible answers.

Social Media Platform	Characteristics of Users
Facebook	<ul style="list-style-type: none"> • 68% of adult social media users are on Facebook. • 54% of users are female, 46% of users are male • 74% of female online users are on Facebook • 62% of male online users are on Facebook • Diverse and international user base (India, US, Brazil, Indonesia, Mexico are the top user countries). • Ages self-reported of users: 14% of female users and 16% of male users are 18-24 years old; 24% of women users and 28% of male users are 25-34 years old; 19% of female users and 20% of male users are 35-44; 16% of female users and 16% of male users are 45-54; 14% of female users and 12% of male users are 55-65 years old; and 13% of female users and 9% of male users are older than 65. <p>Statistics come from https://sproutsocial.com/insights/new-social-media-demographics/</p>
Twitter	<ul style="list-style-type: none"> • 24% of female online users are on Twitter. • 23% of male online users are on Twitter. • The major age group on Twitter are those in their twenties, with an even split between female and male. • 32% of 13-17 year old online users are on Twitter. • 40% of 18-29 year old online users are on Twitter. • 27% of 30-49 year old online users are on Twitter. • 19% of 50-64 year old online users are on Twitter. <p>Statistics come from https://sproutsocial.com/insights/new-social-media-demographics/</p>
Instagram	<ul style="list-style-type: none"> • 35% of adult social media users are on Instagram. • 39% of female online users are on Instagram • 30% of male online users are on Instagram • Diverse and international user base (India, US, Brazil, Europe). • Instagram users tend to be younger (teens and young adults). • 72% of 13-17 year old online users are on Instagram • 64% of 18-29 year old online users are on Instagram • 40% of 30-49 year old online users are on Instagram <p>Statistics come from https://sproutsocial.com/insights/new-social-media-demographics/</p>
LinkedIn	<ul style="list-style-type: none"> • 25% of female online users are on Instagram • 25% of male online users are on Instagram

Social Media Platform	Characteristics of Users
	<ul style="list-style-type: none"> • Diverse and international user base , with 70% of users outside of the US. • LinkedIn users tend to be older (20s and 30s). • LinkedIn users tend to be well-educated, with 50% of users with a college degree or higher. • LinkedIn users tend to be higher-income earners, with 45% of users earning more than \$75,000 annual income. • 29% of 18-29 year old online users are on LinkedIn. • 33% of 30-49 year old online users are on LinkedIn. • 24% of 50-64 year old online users are on LinkedIn. <p>Statistics come from https://sproutsocial.com/insights/new-social-media-demographics/</p>
Pinterest	<ul style="list-style-type: none"> • 41% of female online users are on Pinterest. • 16% of male online users are on Pinterest. • As the above indicates, Pinterest is overwhelmingly female. • Pinterest users tend to have some level of higher education and tend to be higher income earners. • 34% of 18-29 year old online users are on Pinterest. • 34% of 30-49 year old online users are on Pinterest. • 26% of 50-65 year old online users are on Pinterest. <p>Statistics come from https://sproutsocial.com/insights/new-social-media-demographics/</p>
YouTube	<ul style="list-style-type: none"> • 62% of users are male. • The platform is used around the world, with 80% of users outside of the US. The platform is in 88 countries and 76 languages, representing 95% of all internet users. • 9% of small businesses are on YouTube. • The fastest growing age group is the over 35 year old group. • Millennials prefer YouTube over traditional television. • 37% of the 18 – 34 year old group binge-watch YouTube. • The most popular type of video among males is soccer or strategy games. • The most popular type of video among females is beauty videos. <p>Statistics come from https://www.omnicoreagency.com/youtube-statistics/</p>
Snapchat	<ul style="list-style-type: none"> • 31% of female online users are on Snapchat. • 23% of male online users are on Snapchat. • As the above indicates, Snapchat is more popular with female online users, but not overwhelmingly so. • Snapchat users tend to have some level of higher education and tend to be higher income earners.

Social Media Platform	Characteristics of Users
	<ul style="list-style-type: none"> • Snapchat users tend to younger as indicated by the numbers below. • 69% of 13-17 year old online users are on Snapchat. • 68% of 18-29 year old online users are on Snapchat. • 26% of 30-49 year old online users are on Snapchat. • 10% of 50-65 year old online users are on Snapchat. <p>Statistics come from https://sproutsocial.com/insights/new-social-media-demographics/</p>
Blog (WordPress or other)	<p>The demographics for blog readers varies by the blog content. However, there are some characteristics of blogs that make the blogs more attractive to potential viewers of any age:</p> <ul style="list-style-type: none"> • Blog content with images tend to get more views. • Blog content that is useful and practical gets more views. • The average blog length for blogs that are well read is about 1000 words.

Appendix C: Creating Content

From pages 7 and 8 in the Participant Workbook.

The following are the suggested answers for the social media platforms for the different types of content. If participants have other answers accept the answers if they have evidence to support the answers.

Content	Social Media Platform(s)
Text information about your products or services	Facebook, Twitter
Text information about any promotions you have	Facebook, Twitter
Photographs of your products or services	Facebook, Twitter, Instagram, Pinterest, Snapchat
Short videos about your products or services	Facebook (as a link), Twitter (as a link), Instagram, YouTube
Longer videos about your products or services	Facebook (as a link), Twitter (as a link), Instagram, YouTube
Short text opinions on a current issue related to your business	Facebook, Twitter, LinkedIn, blog
Reviews or testimonials from your customers	Facebook, Twitter, LinkedIn, blog
Instructions on how to do something with your product	Facebook, Twitter, LinkedIn, blog
Inspirational quotes related to your business	Facebook, Twitter, LinkedIn, blog
Short articles on your business sector	Facebook, Twitter, LinkedIn, blog
Long articles on your business sector	Blog
Text documents to download about your business sector	Facebook, Twitter, LinkedIn, blog

Appendix D: Opportunities for Revenue Generation

From page 10 in the Participant Workbook

Note that the answers below are not the only possible answers.

Social Media Platform	Opportunities for Revenue Generation
Facebook	<ul style="list-style-type: none"> • Sell your product or service to your followers. • Paid product or service promotion if you are a recognized authority or influencer. • Online marketplace
Twitter	<ul style="list-style-type: none"> • Sell your product or service to your followers. • Paid product or service promotion if you are a recognized authority or influencer.
Instagram	<ul style="list-style-type: none"> • Sell your product or service to your followers. • Paid product or service promotion if you are a recognized authority or influencer.
LinkedIn	<ul style="list-style-type: none"> • Sell your product or service to your followers. • Paid product or service promotion if you are a recognized authority or influencer.
Pinterest	<ul style="list-style-type: none"> • Sell your product or service to your followers. • Paid product or service promotion if you are a recognized authority or influencer. • Be an affiliate, share affiliate links and earn a commission on any sales. • Paid product or service promotion if you are a recognized authority or influencer.
YouTube	<ul style="list-style-type: none"> • YouTube ads when you have enough viewing time and subscribers. • Sell your product or service to your followers.
Snapchat	<ul style="list-style-type: none"> • Sell your product or service to your followers.
Blog (WordPress or other)	<ul style="list-style-type: none"> • Sell your product or service to your followers. • Paid product or service promotion if you are a recognized authority or influencer. • Be an affiliate, share affiliate links and earn a commission on any sales. • Turn your blog into a book.

Appendix E: Online Marketplaces

From pages 11 and 12

Note that the answers below are not the only possible answers.

Online Marketplace	Description
Facebook Marketplace	An online marketplace for Facebook users. A full range of products from used furniture to appliances and cars. Some products are free. Facebook users can see products close to their locations, so the market is local. There are also local buying groups on the platform. Facebook does not collect any fees on its transactions. However, there is not as much recourse with bad buyers as there are on paying platforms such as eBay.
Kijiji www.kijiji.ca/	An online marketplace for a full range of products and services. Products range from real estate and cars to furniture, to pets, and hand crafts. Services range from pet sitting, to administrative work, to computer work. Offer a swap or trade option and wanted ads. Users have to register. Fees vary by category. A certain number of ads are free in each category. When we go beyond that number we pay listing fees or for different advertising packages. Sellers are rated.
Etsy www.etsy.com/ca/	An online marketplace for crafted, vintage, or customized goods. Categories include clothing and shoes, home and living, wedding, toys and entertainment, art and collectables and vintage. Sellers open an "Etsy Store". Sellers pay a listing fee (\$0.26), a 5% transaction fee and a 3-4% plus \$0.25 payment processing fee. Sellers are rated.
Upwork www.upwork.com/l/ca/	An online marketplace for freelancers. Multiple categories such as web development, graphic design, writing, administrative support, customer service, marketing and accounting. Freelancers create a profile, which those looking to hire freelancers then click to hire. All payment is completed through Upwork. Upwork collects 20% on the first \$500.00 per client, 10% from \$500.00 to \$10,000.00 and then 5% thereafter.
TaskRabbit www.taskrabbit.ca	An online marketplace for handywork, including moving and packing, furniture assembly, cleaning, heavy lifting and general handywork. All those who offer services on the site are background checked. Once you are registered, the platform notifies you of the work nearby, you select what you want to complete, confirm it with the client and then submit your invoice. Clients pay through the platform and then you are paid, also through the platform. The platform adds a 15% service fee on top of what those offering services advertise. The cost to register to offer services is \$25.00.

Online Marketplace	Description
AskforTask www.askfortask.com	An online marketplace for cleaning and handywork. All those offering services on the platform are required to complete a background check and vetting process. All money earned is deposited into your bank account twice a week. The platform sets the rate of pay. There are pay ranges for each task type. Clients can also pay tips.