

# SOCIAL MEDIA FOR ENTREPRENEURS

Participant Workbook



Youth Employment Services - YES

[www.yes.on.ca](http://www.yes.on.ca)

## Social Media for Entrepreneurs

### 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 and six hours long.

### 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.

### Leading Questions

As you complete this workshop, you 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

### 1. Your Personal 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?

### 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.

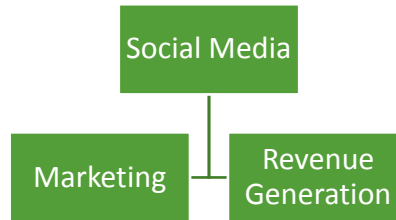


Complete the chart below by analyzing each of the social media platforms for their purpose, features, functionality, possible uses and challenges when used for a business.

Social Media Platform	Purpose, Features and Functionality of the Platform	Possible Uses for a Business	Possible Challenges for a Business
Facebook			
Twitter			
Instagram			

Social Media Platform	Purpose, Features and Functionality of the Platform	Possible Uses for a Business	Possible Challenges for a Business
LinkedIn			
Pinterest			
YouTube			
Snapchat			
Blog (WordPress or other)			
Other (Specify)			

We can use social media for our business in two ways: for marketing or for revenue generation. With our business we can use social media for just one of these ways or for both.



In the next two sections we will take a closer look at these two ways to use social media in our business.

### 3. Social Media for Marketing

Social media can be a cost effective and accessible way to reach our target market. The first question we need to ask is which social media platforms our target market uses. We can have a strong presence on a social media platform, but if our target market does not use that platform then our marketing efforts will not yield any results.

#### 3.1 Reaching Our Target Market



Complete the chart below 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.

Social Media Platform	Characteristics of Users
Facebook	
Twitter	
Instagram	
LinkedIn	
Pinterest	
YouTube	

Snapchat	
Blog (WordPress or other)	
Other (Specify)	



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

### 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.



This 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.

Content	Social Media Platform(s)
Text information about your products or services	
Text information about any promotions you have	
Photographs of your products or services	
Short videos about your products or services	
Longer videos about your products or services	

Short text opinions on a current issue related to your business	
Reviews or testimonials from your customers	
Instructions on how to do something with your product	
Inspirational quotes related to your business	
Short articles on your business sector	
Long articles on your business sector	
Text documents to download about your business sector	
Other	



We have to be practical about our social media content creation and posting, balancing the time, effort and money it takes to create the content, with the impact it has. Which of the above are the easiest, fastest and least expensive to create? Which of the above take the most time, effort and money to create?

### 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.

Social media platforms all have fairly standard ways to engage with our target market:

- Follows/Subscribes
- Likes/Dislikes
- Emojis
- Stickers
- Gifs
- Forwards/shares
- Replies/comments
- Private messages





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 audience, with the impact it has. 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?

### 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. There are some things that we can build into our content and posts that we can use to get heard and noticed: **hash tags** and **key words**. Both 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.



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.

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.



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.

## 4. Social Media for Revenue Generation

### 4.1 Analyzing Revenue Generating Opportunities on Social Media Platforms

In addition to using social media for marketing, we can use social media for revenue generation. This is where the different social media platforms vary considerably.



Analyze each of the social media platforms below and identify how we can use that platform for revenue generation. Include different types of enterprises in your analysis, including the Side Hustle (revenue you generate in addition to paying work with another company) and the Microenterprise (a very small business with just you as an employee).

Social Media Platform	Opportunities for Revenue Generation
Facebook	
Twitter	
Instagram	
LinkedIn	
Pinterest	
YouTube	
Snapchat	
Blog (WordPress or other)	
Other (Specify)	

### 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. 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.



1. Who are your favourite social media influencers? Why do you like them? How do they make money from social media?
  
2. 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?

### 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.



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? Are they suitable for a Side Hustle? A Microenterprise? A Small Business?

Online Marketplace	Description
Facebook Marketplace	
Kijiji <a href="http://www.kijiji.ca/">www.kijiji.ca/</a>	

Etsy <a href="http://www.etsy.com/ca/">www.etsy.com/ca/</a>	
Upwork <a href="http://www.upwork.com/l/ca/">www.upwork.com/l/ca/</a>	
TaskRabbit <a href="http://www.taskrabbit.ca">www.taskrabbit.ca</a>	
AskforTask <a href="http://www.askfortask.com">www.askfortask.com</a>	
Other (Specify)	

**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.

## 5.0 Developing a Social Media Plan

Just as we have a marketing plan we can have a social media plan. Our **social media plan** identifies which social media platforms we will use, how we will use each platform, the content we will post, when we will post, how we will interact with our target market and how we will boost our posts. If we are going to use any strategies to boost the performance of our social media content, we also indicate this in our social media plan.

Here is a simple social media plan for our hypothetical business, Perfect Pet Services.

### Social Media Platform: **Facebook**

Purpose	<ul style="list-style-type: none"> <li>To serve as an information portal for our business, like a website. It will include our name, location, contact information, services and pricing.</li> </ul>
Content	<ul style="list-style-type: none"> <li>Videos and photos of us taking care of pets.</li> <li>Tips and instructions for good pet care.</li> <li>Our promotions.</li> </ul>
Posting Frequency	<ul style="list-style-type: none"> <li>A minimum of three times a week.</li> </ul>
Interactions with Target Market	<ul style="list-style-type: none"> <li>Follow other businesses in the pet sector (pet supply stores, veterinarian services, pet photographers), except those offering the same services.</li> <li>Like/share/comment on posts on good pet care.</li> <li>Answer questions from our followers.</li> </ul>
Boosting Strategies	<ul style="list-style-type: none"> <li>Hashtags and key words: petcare, petservices, lovepets, petlove, dogwalking, dogsitting</li> </ul>

### Social Media Platform: **Twitter**

Purpose	<ul style="list-style-type: none"> <li>To dialogue with pet owners and pet lovers.</li> </ul>
Content	<ul style="list-style-type: none"> <li>Videos of us taking care of pets.</li> <li>Tips and instructions for good pet care.</li> <li>Cute pet videos and photos from the internet.</li> <li>Pet humour and memes from the internet.</li> <li>Our promotions.</li> </ul>
Posting Frequency	<ul style="list-style-type: none"> <li>A minimum of three times a week.</li> </ul>
Interactions with Target Market	<ul style="list-style-type: none"> <li>Follow other businesses in the pet sector (pet supply stores, veterinarian services, pet photographers), except those offering the same services.</li> <li>Like/share/comment on posts on good pet care, and other videos, photos and humour about pets.</li> <li>Answer questions from our followers.</li> </ul>
Boosting Strategies	<ul style="list-style-type: none"> <li>Hashtags and key words: petcare, petservices, lovepets, petlove, dogwalking, dogsitting</li> </ul>



Using the blank model provided below, create a simple social media plan for your business. Create it as a separate document.

You Business Name: \_\_\_\_\_

Social Media Platform: \_\_\_\_\_

Purpose	
Content	
Posting Frequency	
Interactions with Target Market	
Boosting Strategies	

Continued on the next page.

Social Media Platform: \_\_\_\_\_

Purpose	
Content	
Posting Frequency	
Interactions with Target Market	
Boosting Strategies	

## 6. Review and Wrap-Up

### 6.1 Review

1. Your Personal Social Media Use
2. Social Media Platforms for Business
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6.2 Complete the concept checking quiz as a class.

6.3 Ask any final questions.

## 7. Additional Resources

### **19 Social Media Marketing Tips for Small Businesses: Justin Bryant**

<https://www.youtube.com/watch?v=ww8KZg6XRYE>

This video is 30 minutes long, however it is well-worth the time. The speaker provides really practical and useful tips for using social media for your small business.

Macarthy, Andrew. (2016). *500 Social Media Marketing Tips*.

ISBN 9781482014099

This book is full of practical advice and ideas for getting started with social media marketing, arranged in easy-to-access sections for each social media platform.

### **Videos from Vanessa Lau: A Millennial's Guide to Business and Social Media**

<https://www.youtube.com/channel/UCdOPzgbosSnbfd9-iXP2NA>

Vanessa Lau has a great series of videos on using social media for your business. Here are a couple to try:

- **How to Make Money on Social Media in 2019 (Five Different Ways): Vanessa Lau**  
<https://www.youtube.com/watch?v=9qYQfM2ZTDA>  
This video has some practical advice on how to get started with your social media plan.
- **How to Gain Instagram Followers Organically 2019: Vanessa Lau**  
[https://www.youtube.com/watch?v=OY4mWOEmo\\_0](https://www.youtube.com/watch?v=OY4mWOEmo_0)  
This video has great advice on organic social media growth, rather than through purchasing followers.

### **13 Proven Social Media Marketing Tips for Small Businesses and Entrepreneurs: Brian Peters**

[https://www.youtube.com/watch?v=q\\_RVYMN2SB8](https://www.youtube.com/watch?v=q_RVYMN2SB8)

As the title implies, this video has practical tips on the use of social media.