



your **START UP** *story*

GROWING . DEVELOPING . GUIDING



LEVEL: Beginner

DURATION: 2 weeks including x 2 one to one Zoom calls

REQUIREMENTS: Access to Microsoft, able to download safe software, have access to laptop/PC/Mac with in-built camera and microphone

Social Media Module

This module takes you through the steps of making sure the social media activities you undertake for your business are strategically driven, target the right people for your business and are posted on the right platform(s).

Learning Activities:

We start off the module with an explanatory Guide on the strategy behind social media marketing:

- What it takes to create a good strategy using SMART techniques
- The different types of social media goals and objectives you can use with examples
- What you should track
- Breakdown of the most common social media platforms

Once we understand what a social media strategy involves, then we can start creating a strategy which is relevant and appropriate to our business. Your Start Up Story has a simple Workbook which takes you through the steps of creating a strategy for all of your social media activities.

There's a handy snapshot of the main social media platforms and their differing demographics, this will help you understand why it is important to choose your platforms from an informative and strategic perspective.

You'll be asked to complete the workbook and submit back a fully completed version. This is where I have the opportunity of taking your work and transforming it into a laser-focused strategy, ready for the next stage of turning a strategy into a measurable and creative social media plan.

Course Breakdown:

- Guide: Creating a Social Media Strategy
- Workbook: Creating your own Social Media Strategy
- Snapshot of a Social Media User
- Guide: How to populate a social media and marketing plan
- Template: 12 month social media and marketing calendar template
- Guide: An introduction to free graphic design software
- Guide: An introduction to your Facebook Business Page
- Guide: Setting up a Business Facebook Page
- Guide: Creating a YouTube channel
- Guide: An introduction to LinkedIn
- Guide: Best times to post on social media
- Guide: An overview on advertising on social media

Learning Outcomes:

At this stage, you will have created a tailored social media strategy which fits in with your target market, uses the platforms in which your identified audience ‘plays’ and outlines pre-determined goals and objectives for all of your social media activity.

From a strategy comes a plan and you’ll be given access to a video which clearly shows you how simple it can be to plan and create a social media calendar. There’s also a template to guide you through the process.

During our scheduled Zoom call, I will help you create an engaging, relevant and specific social media plan for you and your business.

Depending on your existing knowledge of social media platforms, will depend on which How-To Videos and Guides you’ll have access to. For example, there’s an Introduction to using Facebook for Business but also more advanced learning on Facebook Business Manager and off page advertising.

I’ll then sign post you to free software which will enable all your social media activities to be maxed up to a professional level. I’ll also sign-post you to sites where you can access for free images, photos and videos.

Learning will be via my simple How-To Videos and Guides. Our scheduled Zoom call will allow me to go through specific social platforms with you to expand your knowledge and your opportunities.

To maximise and amplify your social media activities, there’s a Guide on the best times to post on social media and the use of hashtags in your posts.

At this stage, you will have created a social media plan which will execute your social media strategy. You will have learnt how to populate a social media calendar and understand the mechanics of this.

You will have learnt to how to create high impact visuals, source royalty free images and be able to adjust them to the individual platform’s sizing requirements.

You’ll be able to Boost a post on your Facebook business page (basic level) to creating a laser focused campaign using Facebook Business Manager (more advanced).

You’ll be able to promote your business across both Facebook and Instagram platforms and be able to track and measure their success.



This module perfect for new business owners who know how to use social media on a personal level but need to learn how to adapt and use different platforms for commercial purposes.

This module works well in tandem with the 2 week online course on Marketing Your Business. By signing up to both modules, you will be in position to understand and be able to carry out laser-focused social media and marketing activities. As some course activities overlap, the cost of Marketing Your Business when taken with the module on Social Media will be offered at a discounted rate.

Note:

This module does not guarantee commercial success or increased business revenue. All business decisions will be at the sole discretion of the business owner and not YSUS. YSUS does not accept any liability or responsibility for the success or failure of YSUS's clients' business ventures.