

MODULE 1



WELCOME

Welcome to Social Media Foundations! This module will walk you through the course structure and how to get the most out of this course.



WELCOME

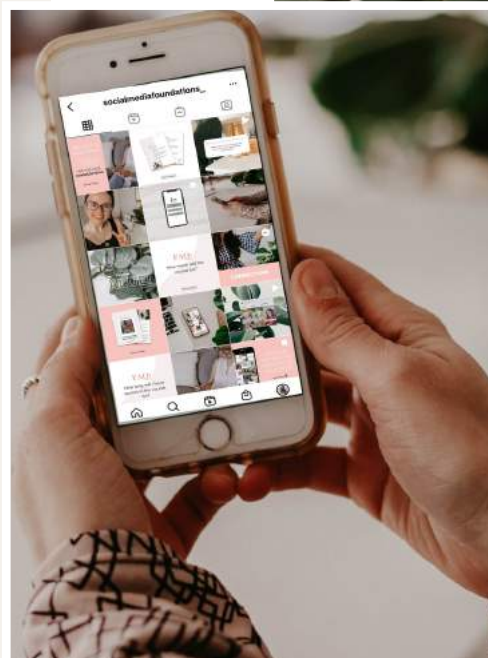
Social media is one of the biggest frustrations I see for small business owners. It's not quite as simple as just posting a photo and hoping it will attract new clients & customers (as much as we would like it to be that easy!) There's so many do's and don'ts when it comes to social media - quite frankly it can become overwhelming.

This course was designed to help you take the overwhelm out of social media and help you increase your social presence online.

By the end of this course, you will walk away with a personalised ongoing strategy for your small business.

How to get the most out of this course

1. Work through each module in order. Each new module takes you through a different section of your social media set up and strategy.
2. Watch the video before filling in your workbook
3. Speaking of workbook, please use it! It will help you stop and take the time to work on each section of your social media set up and strategy
4. If you are like me, you may find you learn better by doing, so feel free to implement each section after you have watched the video and worked through that section in the workbook.
5. You may already have your Facebook and Instagram set up, so use the first few module to audit your accounts.
6. All videos have closed captions, so if you aren't able to watch with sound, you can still view them!



MODULE 2



GATHER YOUR MATERIALS

Having a consistent presence online is so important. This is why you want to make sure the branding, visuals, and copy you are using for your socials is consistent with your whole online presence.



YOUR PHOTO OR YOUR LOGO?

This is a questions I see asked all the time! Here's my take on the matter.

Product Based Business

Use your logo! It will be more recognisable to your clients

Service Based Business

This is a personal preference. If you want to put yourself as the face of the brand like I do for Lorraine Virtual, use your photo. If you want your business to be the face, use your logo.

TIP:

Whatever you choose, make sure you keep it consistent across all platforms.

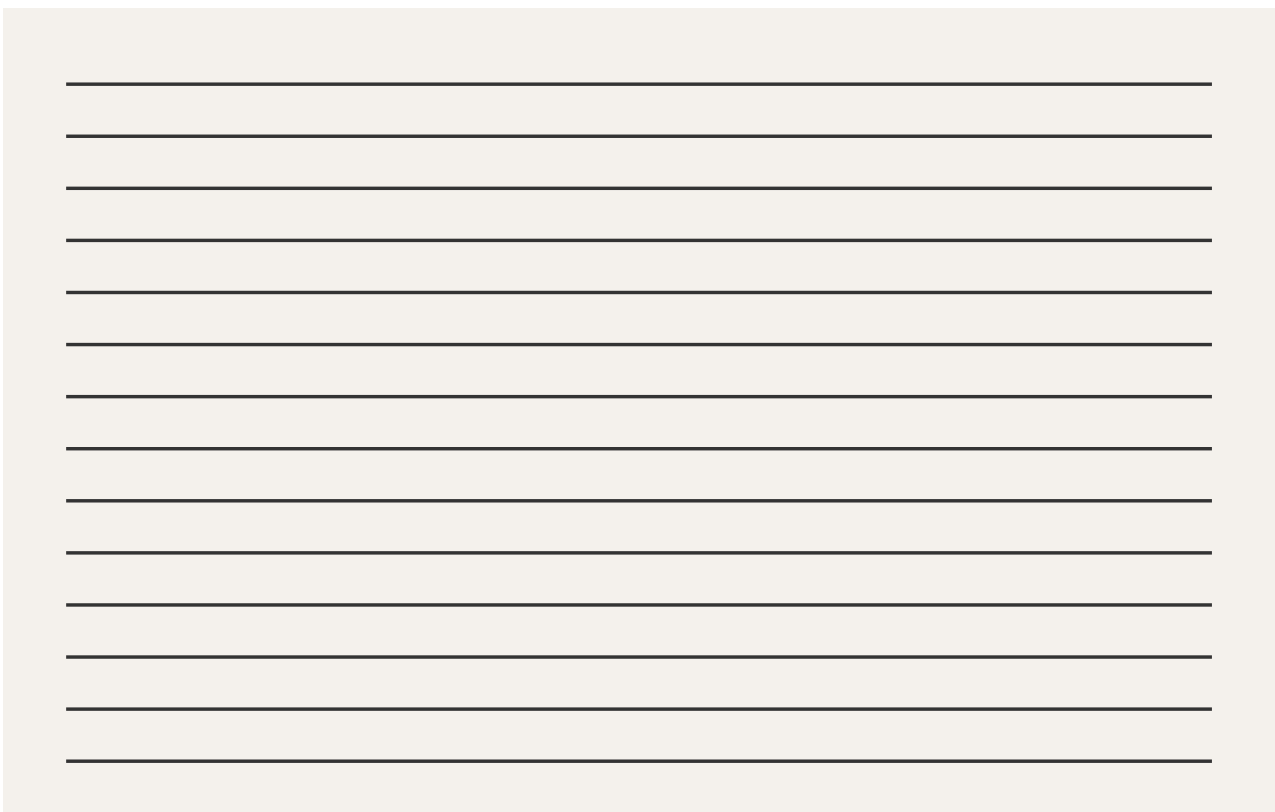
NAP

NAP stands for Name, Address, Phone. In other words, the key details for your business. You want to make sure these are consistent across all platforms.

Here's what NAP stands for in the context of this course.

- Business name
- Address (if required)
- Phone (if required)
- Email
- Tag Line

Use the space below to write out your NAP

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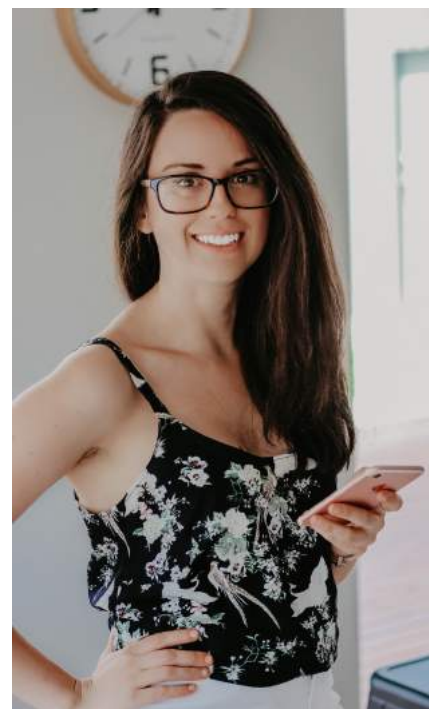


BRANDING

So many people struggle with the 'look' of their feed (mostly on Instagram) If you are using consistent branding across your website, emails, marketing collateral and socials, this will be much easier to achieve. It also ensures your look is consistent across all your platforms.

Photo Bank

High quality photos are just as important for your socials as they are for your website and other marketing. Make sure you have a bank of high quality images ready to use. The more you can use your own photos (i.e. not stock photos) the better. If you are a product based business, make sure you have a combination of just product photos and lifestyle shots.



MODULE 3



SET UP YOUR ACCOUNTS

Let's walk through how to set up and optimise your social media accounts. If you already have accounts set up, use this module to audit them.

Facebook

CHECKLIST

Use this to set up or audit your account

- Page Name
- Categories
- Description (Tag Line)
- Profile Photo
- Cover Photo
- Username
- CTA Button
- Add info to relevant tabs
- Hide any irrelevant tabs

Instagram

CHECKLIST

Use this to set up or audit your account

- Username
- Name
- Bio
- Link
- Highlights
- Convert to professional account

MODULE 4



CONTENT

It can be hard to come up with content, we've all been there! I'm a huge believer in quality over quantity and not just posting for the sake of posting.

The 4 pillars system to coming up with consistent content

The '4 pillars' system is one of my favourite ways of coming up with content. It uses 4 'pillars' to organise and brainstorm content - inspire, educate, entertain and inform.

Inspire

What will inspire your audience? This could be life or business inspiration as well as inspiration related to your products or services.

Educate

This is a huge one for nurturing your audience through the customer journey. Don't be afraid to give away 'too much' here. The more informed, the better!

Entertain

Have a bit of fun with your content and audience! A funny quote or meme doesn't go astray here.

Inform

Save this pillar for more business update style posts or industry news

INSPIRE

- Quotes
- Client Success Stories
- Different ways to use product
- Your own success story

EDUCATE

- How to posts
- specific product features
- Industry resources / tools
- Infographics
- Testimonials

ENTERTAIN

- Gifs / Memes
- Behind the scenes
- Giveaway or contest
- Reactions on FB or IG Stories
- Polls / Quizzes

INFORM

- Upcoming sales
- New product / service
- Business updates
- Industry news

Write down your content ideas for each pillar below

INSPIRE

EDUCATE

ENTERTAIN

INFORM

Carousel Posts [Instagram]

A carousel post is more than one photo or video in post on Instagram. They are great for information style posts. For me these generally get the most saves and engagement.

You want to use the first photo or video to catch people's attention.

Use a catchy headline or video and an arrow to entice your audience to scroll through.

Then on the last slide, make sure you include a call to action and also encourage people to save your post.

Write your ideas for carousel posts below



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Live Video [Instagram & Facebook]

Video is a hot topic right now and live videos are a great way to connect and engage your audience (especially on Facebook)

I know videos alone can be daunting without the added pressure of going live. Going live is definitely something you want to work up to.

Make sure you save the video after you have gone live (this is something you can do on both Instagram and Facebook)

Write your ideas for live videos below



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IGTV [Instagram]

IGTV is Instagram's answer to YouTube. It didn't take off as well as they'd hoped but I still see value in it.

If you use YouTube, post it on IGTV as well. IGTV is also a great spot to pop a replay of your lives.

Your videos can now be uploaded as either portrait or landscape. You can also share it to the grid (which I recommend) and choose a cover.

They've even made it possible to organise your videos into different series.

Make sure you add captions for accessibility and user experience. IGTV will actually auto generate the captions for you.

Write your ideas for IGTV below

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Reels [Instagram]

Reels are a relatively new feature on Instagram - created as a competitor of TikTok.

I wasn't a fan of TikTok, but I can definitely see the power of Reels.

You don't have to dance or point (unless you want to of course!) Stick with what reflects your brand.

Reels can now be saved so are a great option for short information videos

Make sure you use captions for video where possible (for accessibility and user experience)

Write your ideas for Reels below

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Stories [Instagram & Facebook]

Instagram and Facebook's answer to Snapchat!

I love stories. For me they allow a deeper connection with my community.

I find that if I'm absent from posting on Instagram for a little while, but I still post on my stories, I don't see a huge drop in engagement.

If you can, try and show up yourself as much as possible (don't just share posts to it) Stories can be a little awkward (I still can't do them in front of people!) and it can take a few tries but the more you do, the more comfortable you will feel.

I don't generally plan my stories too much. They are mostly off the cuff and whatever I feel like talking about on the day. If I am promoting something I will plan out my stories and create a template for it.

Challenge Time!

I'd love for you to introduce yourself on stories - yep
I want to see you behind the camera!!

Make sure you tag @socialmediafoundations_

Guides [Instagram]

Guides are a new feature on Instagram. You can create a scrollable guide of places, products or posts you've created or saved. This is a great way to collate information in one place.

Write your ideas for guides below



A light beige rectangular area containing ten horizontal black lines, intended for writing ideas for guides.

Articles / Links [Facebook]

Instagram and Facebook's answer to Snapchat!

I love stories. For me they allow a deeper connection with my community.

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If you can, try and show up yourself as much as possible (don't just share posts to it) Stories can be a little awkward (I still can't do them in front of people!) and it can take a few tries but the more you do, the more comfortable you will feel.

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THE 80:20 RULE

I like the 80:20 rule - 80% value content, 20% sell content.

So if we think of a 9 square grid, 7 posts provide value and 2 posts sell

Keep this rule in the back of your mind when you are planning out your content for the month.

You can never provide too much value.



REPURPOSING CONTENT

Don't feel like you always have to come up with new content - that's exhausting! Repurposing content will not only keep you sane, it's great for things like SEO.

So, let's say you do a post on '5 ways to groom your dog at home' - you create the graphics for it and you write the caption. You can actually break up these 5 ways to groom your dog in to 5 separate more in depth posts! For the more in depth posts, you might like to use videos for this instead of graphics, or reels, or a live!

TIP:

It generally takes 7 - 8 touch points with your business before people will consider buying from you.

Don't be afraid to repeat yourself!

Planning your content for posting

So now you have all your content, how do you plan what you are going to post?

I like to start by taking a look at the month ahead. Once you have key dates written down, map out any posts that will be associated from them.

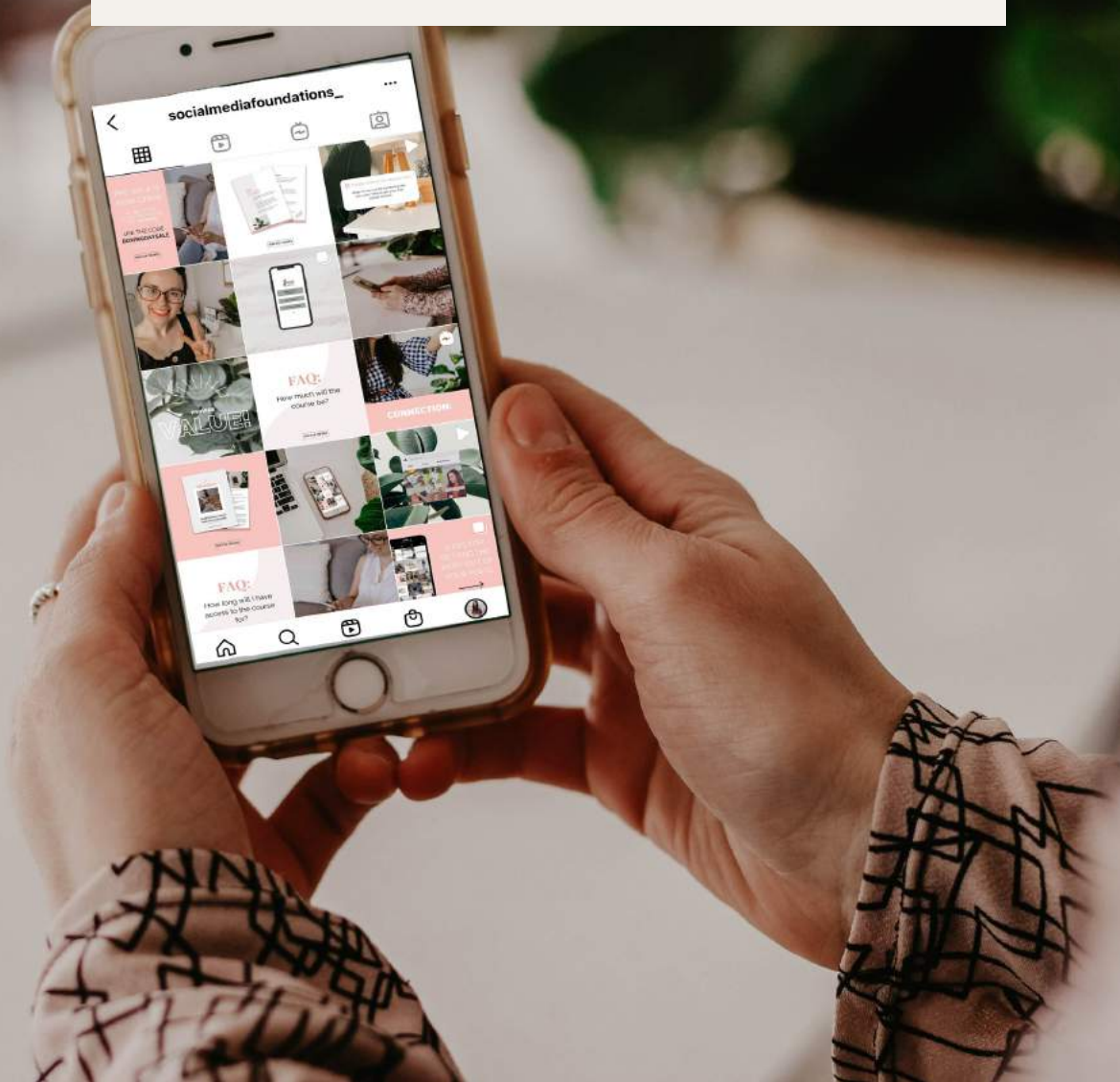
Now you can think about the rest of the month (NB: You don't actually have to plan the WHOLE month in advance - I know that can be overwhelming...just write down general ideas for posts and you can come back later and put in more detail)

I like to plan my content ideas 9 posts at a time. Using the 80:20 rule to ensure I have a balance between value and selling. I also like to make sure I'm spreading out my content evenly.

A great way to visualise this is to draw a 9 grid out and write down the content you'd like to post about. Now take a look at the grid - do you have 2 inform style posts right next to each other? Or two selling posts on top of each other?

Use this grid to help you spread out your content.

MODULE 5



GRAPHICS & IG GRID STYLE

Whilst a pretty grid isn't the be-all and end-all, your social media is a reflection of your business. The same rules apply to your social as they do to your website / marketing.

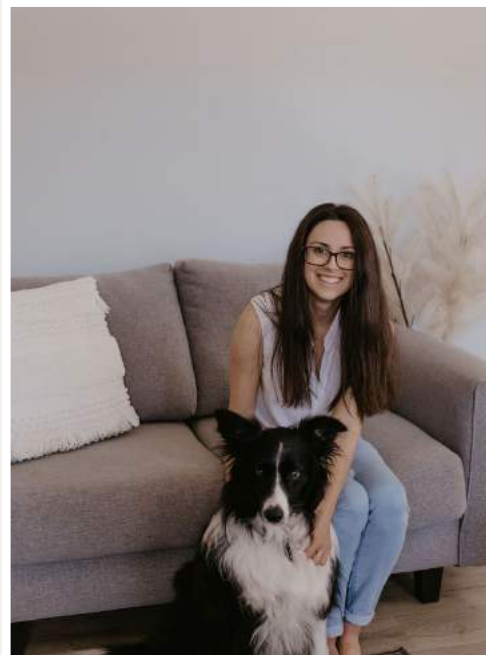
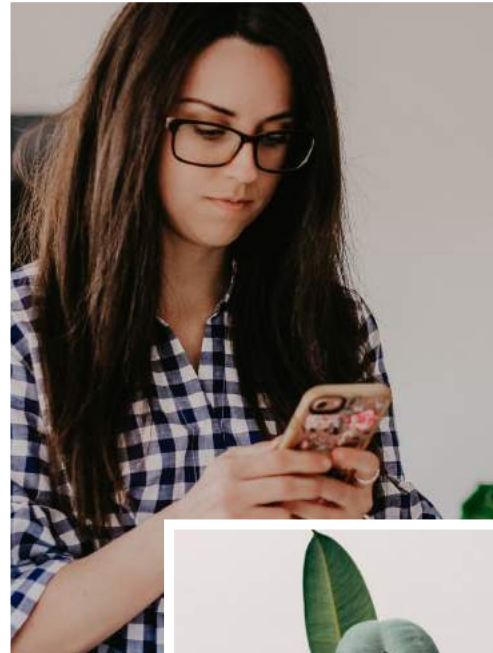
Consistent Graphics

So what's the key to creating consistent graphics for your social media content?

There are a few tips here to ensure this is the case

1. Use your style guide!! This is probably one of the biggest issues I see with accounts - they aren't sticking to their style guide (or they just don't have one) It's so much easier to plan out your graphics when you have a specific style to stick with. Colours, fonts, branding elements - these will all help you stay consistent.
2. Try and choose a few different templates instead of using a different one each time. So instead of using a new template each time you share a review, use the same template. This not only allows your graphics to stay consistent, it's also more recognisable for your audience.
3. Try and keep the same colours in the photos you use (and where possible, keep these colours on brand). Whether you use a filter for your photos, or they are taken with similar backgrounds / lighting. This helps everything tie in together.

Take some time now to audit your current templates and make new templates for things like reviews, quotes, announcements etc using the tips above.



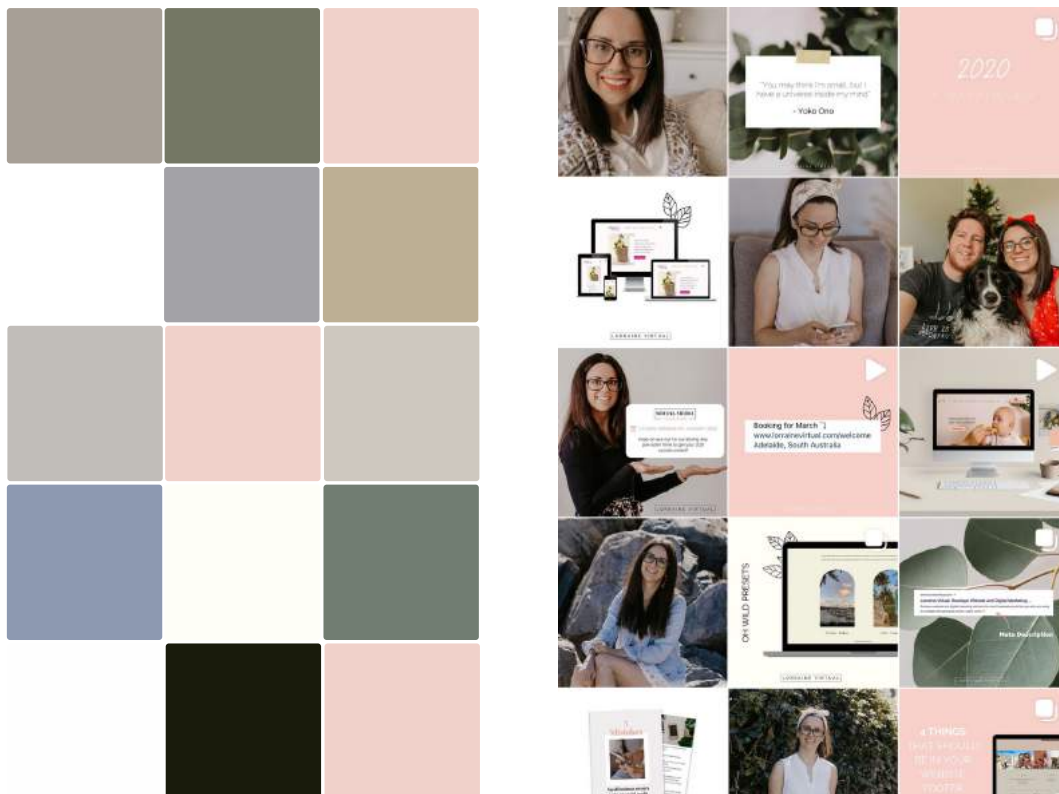
IG Grid Style

As I've said, a pretty grid isn't everything but it is a reflection of your business. There are so many different ways to style your grid!

I personally prefer a more free-flowing style of grid. You'll see this is so much easier to achieve once you have your style guide in place.

This image shows my last 15 posts on Lorraine Virtual in coloured squares. As you can see, it's very close to my brand colours. I use a lot of the coral, grey, white and greenery in my branding, which shows up in this grid.

I don't actually plan my grid in coloured squares, but it's a good visual for you to see how I plan my grid images. I'm conscious of the colours, graphics and images I've used throughout.



MODULE 6



POSTING

This module will look at when to post, what scheduling platform to use and how to get the most out of your content with a solid hashtag strategy.

Facebook

POSTING SCHEDULE

Note down your prime posting times.
Remember if you can't commit to
engaging, don't post!

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

Instagram

POSTING SCHEDULE

Note down your prime posting times.
Remember if you can't commit to
engaging, don't post!

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



POPULAR SCHEDULING TOOLS

- Planoly
- Later
- Buffer
- Hootsuite
- Plann
- Creator Studio
- Tailwind
- CoSchedule
- Unum
- Preview App

Tip:

Generally you won't find one system that suits all your needs - and that's okay!

Work out whatever is going to work best for your situation.

Hashtags

Ahh hashtags. There's always so much mis-information spread about hashtags so let's set the record straight.

A solid hashtag strategy will bring benefits to your business!

Hashtags for Instagram

You can use up to 30 hashtags per post for Instagram so make sure you take advantage of that!

Hashtags for Facebook

It's actually recommended now to use up to 5 hashtags per post on Facebook. The small number means you should be more strategic with the hashtags you post

When you are researching hashtags, there are a few important things you should look out for.

SIZE

When we talk about the size of a hashtag, we are looking at the number of posts within that hashtag. You don't want a hashtag that is too small but you also don't want one that's too big. Why? If the size of the hashtag is too small you won't have an audience to see your post. If the hashtag is too big, you will easily get lost. The sweet spot is somewhere under 500,000 and above 10,000. You want to ensure you have a good mix of bigger and smaller more niche hashtags.

QUALITY OF THE POSTS

You want to make sure you actually look at the hashtag and see what kind of posts are already showing. If they look like they will suit your business then great, add it to the list! But if it looks quite spammy, give it a miss.

RELEVANCE

Don't just choose a hashtag because it's popular - make sure it is relevant to your content. As a small business, your main aim is getting new customers or clients, not one million followers.

Use the hashtag analysis spreadsheet to audit your existing hashtags and find new ones.

Engagement

Please please please don't ever post on your socials and run. Social media is just that, social! So it's important to engage with others if you want people to engage back with you.

You should be engaging with your community at the time of posting. This can look like replying to comments on your own posts, commenting on other people's posts (meaningful comments please!) replying to DMs etc.

Use names wherever possible! It makes people feel like you are interested in them.

Aim to spend 5 - 10 minutes engaging with your community after you post.



The structure of a 'good' caption

The captions themselves are just as important as the images or links you post on social media. But how on earth do you write 'good' captions?

1. THE HOOK

You'll notice on Instagram they only show you the first two lines of text before users have to click on 'more' to see the rest of the post.

These two lines therefore are so important for encouraging readers to click through and see the rest of your caption. (They are just as important on Facebook as it's the first thing people will read as they scroll.)

You want to use this first sentence to hook people into your post.

2. THE CONTENT

This next section is where you pop the rest of your content. There's so many different thoughts when it comes to the length of your captions. Generally I stick to the thought that if you can say it in a paragraph, say it in a paragraph. If you need longer - that's absolutely fine! Here's a few tips...

1. Avoid captions that go into the comments (I promise no-one will read these!)
2. Use line spacing to break up content (Big paragraphs are very off putting.)
3. Use emojis where appropriate (They help to break up the content)
4. Think about the use of keywords (Don't overstuff your caption with them - be strategic)

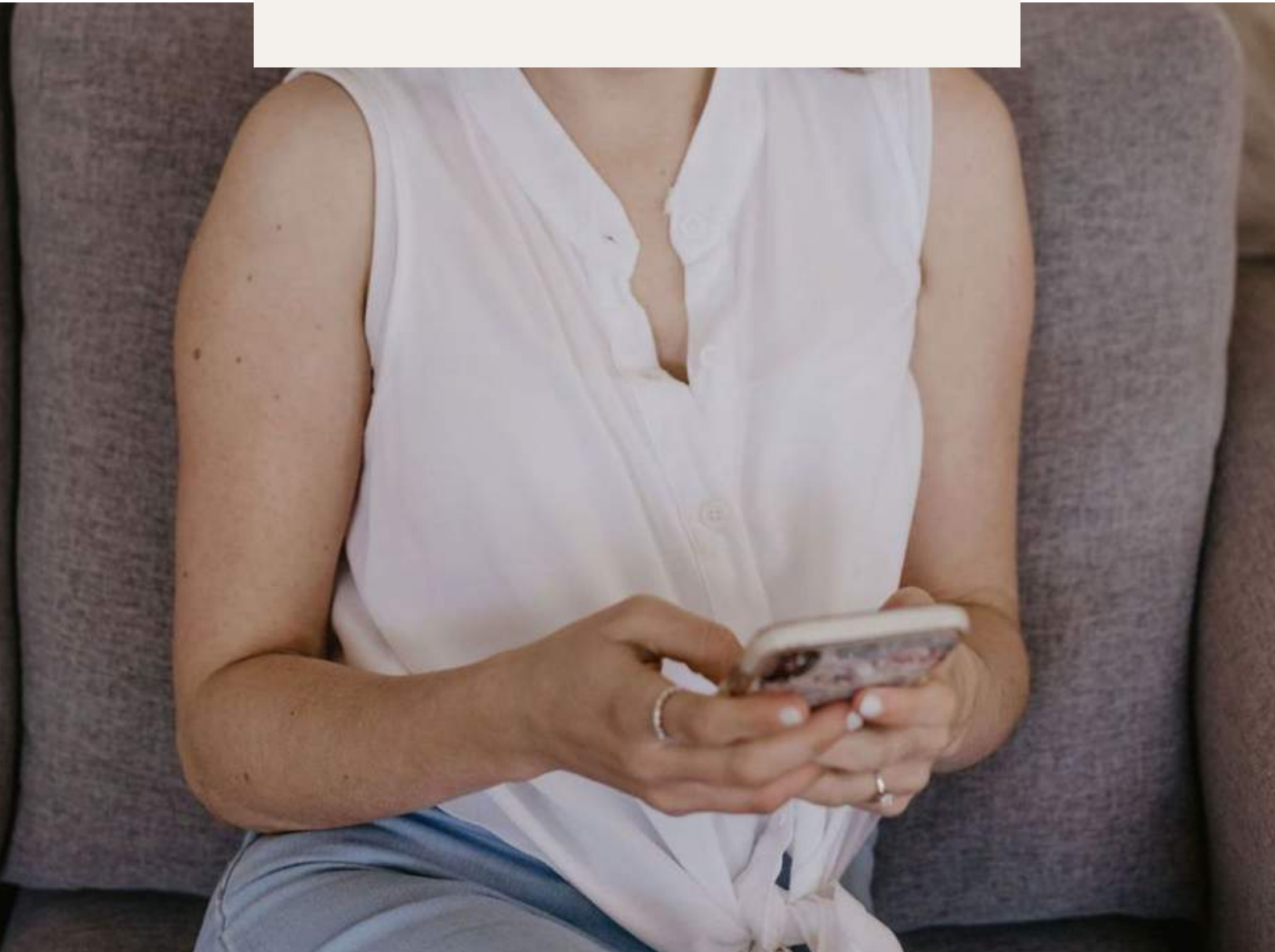
3. THE CALL TO ACTION

Not all posts need a call to action, but you should try and include one wherever possible.

These should be clear and stand out from the rest of your post.

Think about how you can inject some of your business personality into these calls to action. Using 'Buy Now!' or 'Shop Now!' all the time can feel a bit icky. So instead maybe you use something like 'Don't miss out! Shop our exclusive range' etc.

MODULE 7



ANALYTICS

What's important when it comes to analytics? (Hint: it's not followers!) and how can we track them and use them to improve our social media strategy.



WHY TRACKING ANALYTICS IS IMPORTANT

Just like any other aspect of your business, it's important to review how your social strategy is working and how you can adjust it going forward.

This is where analytics comes in! Keeping tabs on key stats each month will help you work out where to change and adjust content, images and how you present content each month.

MODULE 8



PULL IT ALL TOGETHER

Soo...now what? The secret to social media success is c-o-n-s-i-s-t-e-n-c-y so how can we ensure we stay consistent with our socials going forward?

Your road map to social media success

This road map will pull together everything we've learnt in this course to create an ongoing social media strategy. Set aside time each month to implement the road map.

01

Review the past month

The first thing we want to do is a review of our past months content.

As we spoke about in Module 7, this step is so important so we can adjust our strategy for the following month.

Use the templates provided in Module 7 to conduct a review of your accounts.

At this point I would also check your key posting times again incase they have changed.

02

Plan out key dates

As we discussed in Module 4, the best way to start planning the month is to look at any key dates coming up. Holidays, special dates, product launches etc.

03

Plan out content

Now you can plan out the rest of your content. Remember you don't have to fully plan out all graphics and captions, but try and plan out a rough idea of what you will post for the month. Don't forget about using the 9 square grid to ensure your content is spread out evenly.

04

Plan out graphics / content types

Now you've planned out your content you can plan out your graphics and decide how you will deliver your content. Will it be a video? Carousel post? Reel?

05

Plan Grid

Once you've worked out what you are going to post and how, now you can plan your grid. Don't forget about using the coloured squares to begin with the map out your content.

06

Write Captions

Go in and write your captions. Make sure you refer back to Module 6 or your workbook for your guide to a 'good' caption.

07

Schedule Content

Once you've completed all the steps above, now you can schedule out your content in your chosen scheduling platform. Make sure you have updated your key posting times.