

3.3 - SOCIAL MEDIA AND ONLINE PRESENCE

Why we are here today / Expectations

Social media platforms help businesses market their products and services while helping entrepreneurs communicate to the world. Entrepreneurs using social media also create a marketing network when their own loyal customers share their social media posts with other users.

This module will show us how to create an effective digital footprint and create social media accounts in a business environment. This topic also includes information on how to stay safe online, and how to protect your own privacy and respect the privacy of

others, and it gives a basic understanding of how important it is to manage your online activity and internet presence.



List of topics

Introduction

Your digital footprint

Creating an online presence

What does it mean to be eResponsible?

Most popular Social media platforms in 2021

Effective Ways to Improve Your Online Presence in 2021

Connecting with your clients, customers, stakeholders

Using Social Media as a business environment

10 steps on how to handle negative comments on social media

How to create a social media marketing strategy using S.M.A.R.T. goals



Learning points

(as in syllabus/ theoretical part)

- ❖ How you can create an effective online presence
- ❖ The meaning of being eResponsible
- ❖ About the most popular Social media platforms in 2021 and their different uses
- ❖ The effective ways to improve your online presence in 2021
- ❖ How to connect with your clients, customers, stakeholders
- ❖ How to use Social Media as a business environment
- ❖ About the 10 steps on how to handle negative comments on social media
- ❖ About the pitfalls that you need to avoid
- ❖ How to create a social media marketing strategy
- ❖ A glossary of terms that will make you social media savvy



Main activities / structure of the session

(theoretical, practical,...)



Presentation of the theoretical part



Brief discussion and comments on the topic



Activity 1: Your digital footprint



Activity 2: Plan for social media following



Break



Activity 2: Hands on session creating the plan



Questions and wrap up session



Evaluation

What are you expected to produce (list of concrete outputs)

- ❖ Create or update social media accounts for a business environment
- ❖ Create a social media marketing strategy
- ❖ Learn how to connect with your customers and clients online
- ❖ Build a strong following and client base
- ❖ Create a social media marketing strategy



Overview on the theoretical part

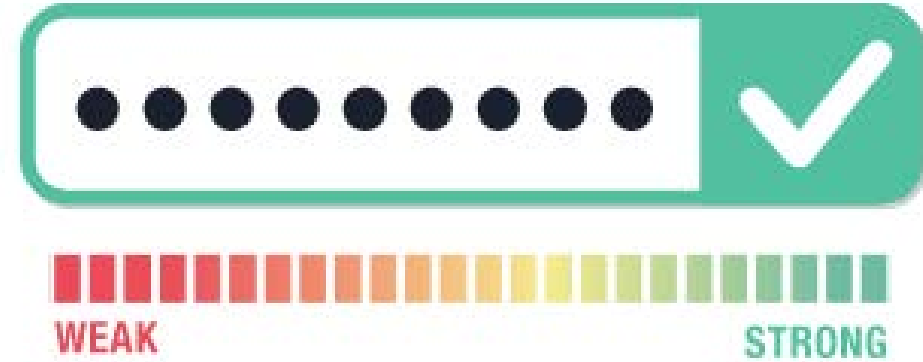
SOCIAL MEDIA AND ONLINE PRESENCE

Creating an online presence

- ❖ Digital Footprint is the trace of our activity online. Every day, when we use the Internet, we add to a growing portrait of who we are online - what do we like, what we may want to buy etc. Even if it's not possible to have zero footprints, having it may be not that bad thing if we learn to manage it properly reducing it to information, we don't mind sharing.
- ❖ On the one hand having digital footprints may come in handy, that then we don't have to log in repeatedly or keep submitting our details also makes graphics loads quicker and searched content target preferences better. If we focus on that we can assume that having a digital footprint makes our lives easier.



Be eResponsible



Managing your online activity in a responsible way:

- ❖ Use difficult passwords and always check your privacy settings
- ❖ Don't accept "friend requests" from everyone, especially from people you don't know personally before you check them out
- ❖ Always remember to sign out
- ❖ Have separate personal and business accounts
- ❖ Use incognito mode

Effective Ways to Improve Your Online Presence in 2022

- ❖ Create a Beautiful Business Website Optimized for Mobile Devices
- ❖ Build an Email List
- ❖ Boost Your Site's Search Engine Optimization Strategy
- ❖ Produce Engaging Content for Readers
- ❖ Keep an Active Online Presence
- ❖ Get Listed on Core Web Directories
- ❖ Use Online Advertising
- ❖ Ask Influencers to Promote Your Product
- ❖ Analyse Your Results





10 strategies to strengthen your connection to your clients, customers, and stakeholders

- ❖ Don't use a one-size-fits-all approach
- ❖ Respond to concerns as soon as possible
- ❖ Offer special discounts for customer loyalty
- ❖ Follow up customers complaints
- ❖ Keep it personal, not transactional
- ❖ Focus on face-to-face interactions
- ❖ Be active on social media
- ❖ Grow with your current clients in mind
- ❖ Show your appreciation
- ❖ Survey your customers

10 steps on how to handle n

- ❖ Don't ignore negative comments
- ❖ Apologize sincerely
- ❖ Don't make false promises
- ❖ Be polite
- ❖ Take the issue out of the spotlight
- ❖ Personalise your message
- ❖ Reply instantly
- ❖ Explain yourself
- ❖ Learn from your mistakes
- ❖ Generate positive comments



Create a social media marketing strategy

The first step to creating a winning strategy is to establish your objectives and goals. Without goals, you have no way to measure success and return on investment (ROI).

Each of your goals should be:

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound



Decide which networks to use

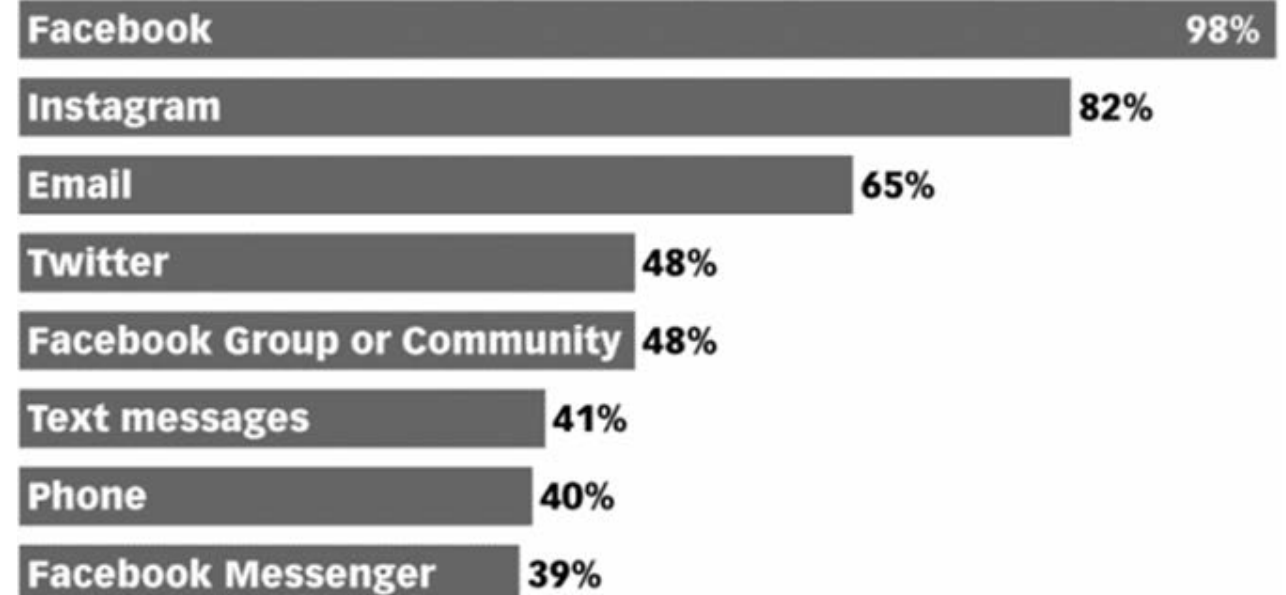
- For reference, here's how other small and medium-sized businesses are using social tools to communicate with customers.

Notice that Facebook and Instagram outrank even email for this purpose.

Source: [eMarketer](#)

Methods Used to Communicate with Customers According to US SMB Professionals, Sep 2017

% of respondents



Source: Ripl, "Q3 2017 U.S. Small Business Social Media Marketing Research Survey,"

Overview on the practical part

SOCIAL MEDIA AND ONLINE PRESENCE ACTIVITIES

What we will achieve today

- ❖ Online presence refers to all activity and content that an entity, a person or a business has under their name on the internet. This includes social media accounts, assets, interactions, and any pieces of information created by or about the person or business.
- ❖ In 2019, there are approximately 2.77 billion social media users. Therefore, establishing a social media presence can play a huge role in generating growth for your new start up.
- ❖ Through the activity “Your digital footprint” we will learn how to take control of our presence on social media. The second activity “Plan for social media following” we will learn how to augment our social media followers who are essentially our prospective customers.

Activity 1: Your Digital Footprint

The main purpose of this activity is to teach digital entrepreneurs what kind of their data can be found online. By completing this short activity, digital entrepreneurs will be able to control their personal information online and will be able to erase it staying anonymous at will.

- ❖ Watch the video entitled “Your digital footprint”
<https://www.youtube.com/watch?v=6TUMHplBveo>
- ❖ Complete the quiz to Check Your Digital Footprint which can be accessed at this link: <https://www.proprofs.com/quiz-school/personality/playquiz/?title=your-digital-footprint>

Activity 2: Plan for social media following

- ❖ The goal of this activity is to understand how social media works, what they can offer you and how they can be used to make better profits, creating an established plan to help you keep them updated.
- ❖ The activity is divided into different sections, each of which gives you a detailed picture of the individual functions of each social network.
- ❖ Access your ultimate social media checklist here: <https://www.semrush.com/blog/your-ultimate-social-media-checklist-semrush/>
- ❖ <https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>



For more information visit

<https://the-fitproject.eu/>

