

3.3

Social Media and Online Presence

What are we going to do today

Timeline and main activities

- 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
- Evolution

Overall description

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 will be 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. In this module you will learn about the creation of your digital footprint, how to be responsible, the different social media platforms and do's and don'ts on social media. This will help you avoid the pitfalls and strengthen your online presence. You will also learn how to create an online Marketing strategy by using the S.M.A.R.T. goals concept to help you launch your business online.

This module also includes a hands-on session where you will be able to create eye-catching social media accounts for your business or start up and a guide to help you maintain it and get more traffic to your pages. The participants will also be able to take part in an online self-assessment quiz.

This module also includes a glossary of terms used in the social media environment.

Key learning points

In this module you will learn:



	<ul style="list-style-type: none"> • 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
What will you prepare during this session	<ul style="list-style-type: none"> • You will set up or update your social media accounts in a professional way • Implement the two activities in this module <ul style="list-style-type: none"> • Activity 1: Your digital footprint • Activity 2: Plan for social media following • Create a social media marketing strategy by using S.M.A.R.T. goals
To do list AFTER this session	Plan your social media update. Schedule posts and prepare a monitoring plan to make sure you are visible.