MODULE II
GUIDE
TO SOCIAL MEDIA

TASK 4.2 – TRAINING ON MULTI-PLATFORM NEWSROOM MANAGING

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TRAINING SESSION FOR TRAINERS

GEAR

Co-funded by
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A project
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Communities Development

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APE

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INDEX OF TOPICS

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WHAT ARE SOCIAL MEDIA?

GEAR

Definition: Digital platforms designed to allow users to connect, communicate, and share content online.

Impact: They have revolutionized the way people interact with the world, fostering an unprecedented era of communication and sharing.

Examples: Including but not limited to social networks such as Facebook, Instagram, LinkedIn, TikTok, and specialized platforms like Twitter, Pinterest, and YouTube.

FEATURES AND FUNCTIONALITIES

- **Profiles:** Users can create personal profiles or business pages.

- **Following:** The ability to follow other individuals or brands and be followed.

- **Posting:** Users can post a variety of content including texts, images, and videos.

- **Interaction Tools:** Including features such as "like", comment, share, and direct messaging.

USES OF SOCIAL MEDIA

GEAR

- **Personal Connection:** Keeping in touch with friends and family.

- **Information:** Staying updated on news and current events.

- **Expression:** Sharing ideas and opinions.

- **Networking:** Connecting with people who share your interests.

- **Business:** Promoting your business or brand.

- **Events:** Organizing events and fundraising.

Social media offers a powerful tool for connection and sharing, opening up a world of opportunities to connect with people globally and share ideas freely.

GLOBAL USER STATISTICS

- Over **4.8 billion social media users** worldwide, representing about 58% of the global population.
(Source: Statista)

- Users spend an average of about **2 hours and 30 minutes daily** on these platforms.
(Source: GlobalWebIndex)
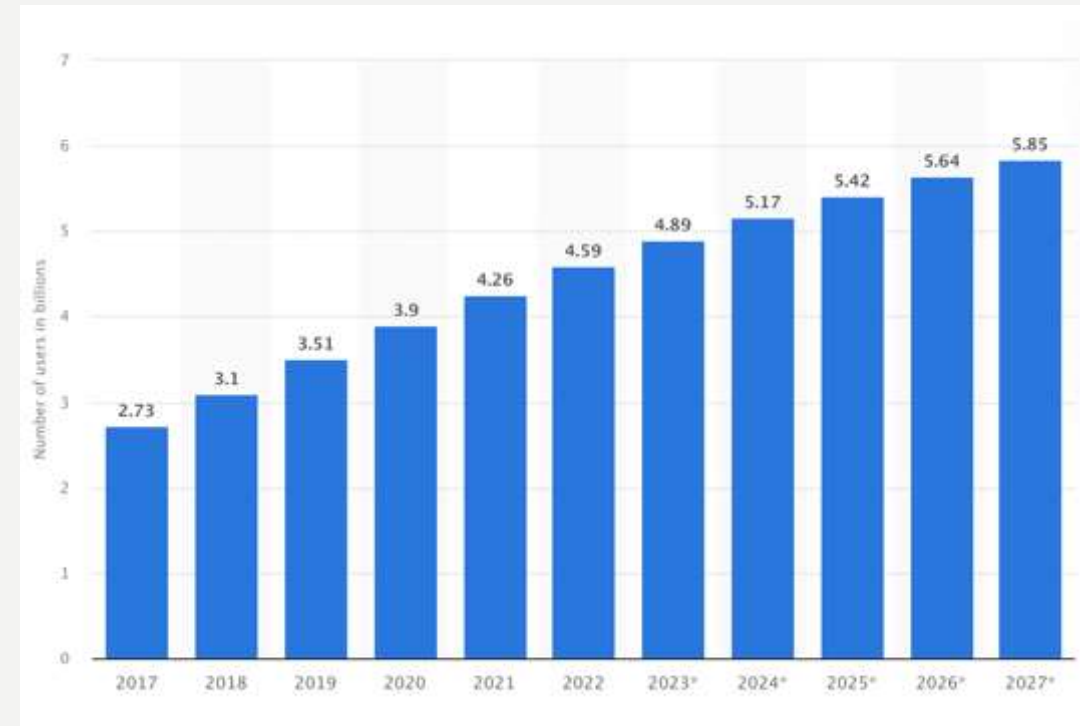
PLATFORM-SPECIFIC STATISTICS

GEAR

Facebook: The most popular social media platform globally with over 2.9 billion monthly active users.
Source: Statista)

LinkedIn: The leading professional platform with over 830 million users worldwide.
(Source: LinkedIn)

Instagram: Boasts over 1.2 billion monthly active users and is rapidly growing, especially among young adults and teenagers.
(Source: Statista)

TikTok: Surpassed 2 billion monthly active users, popular among young users with an average age of 18-24 years.
(Source: Oberlo)

ENGAGEMENT AND BUSINESS STATISTICS

Visual content such as images and videos receive the highest engagement on social media.

Companies strategically using social media as part of their marketing see a **135% increase in lead generation** compared to those not utilizing it.

INTRODUCTION TO FACEBOOK

- One of the most popular social media platforms globally with over 2.9 billion monthly active users.

- A great platform for businesses to connect with customers, build relationships, and promote products or services.

CREATING A BUSINESS PAGE ON FACEBOOK

- Visit www.facebook.com/pages/create and follow the instructions.

- Provide business details such as name, category, contact information, and a description.
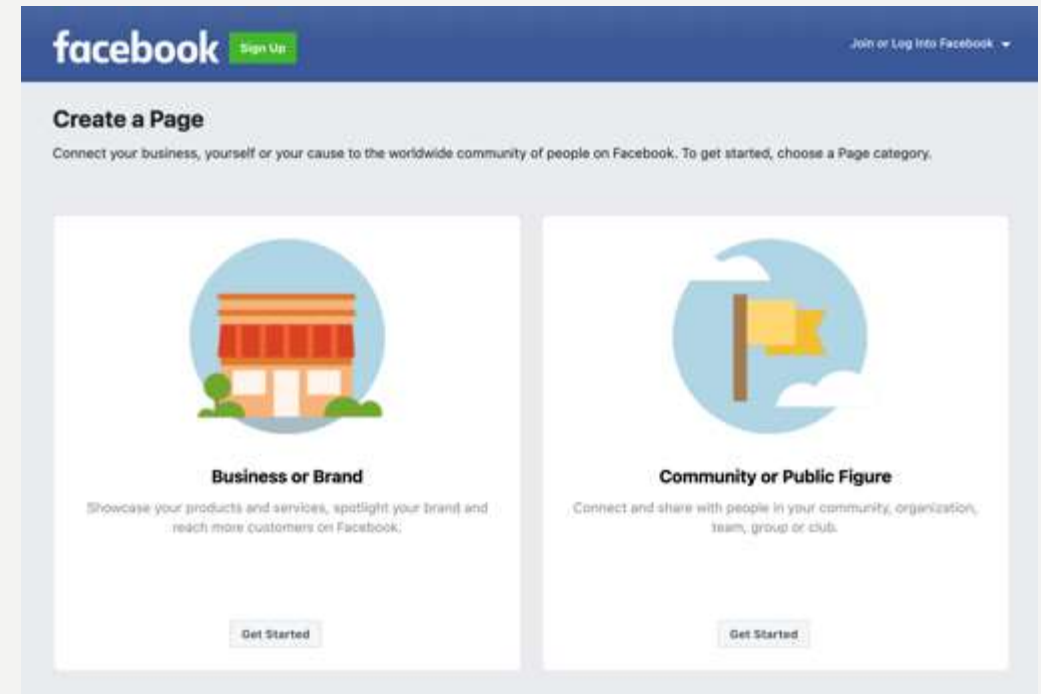
CONTENT TYPES ON FACEBOOK

GEAR

Text: Share updates, stories, and information through text posts.

Photos: Visual content to engage your audience.

Videos: Share videos to provide in-depth information or entertainment.

Links: Share links to relevant content, articles, or websites.

EFFECTIVE POST FORMATS

- Short and concise text posts

- High-quality photos

- Engaging videos

- Links to relevant content
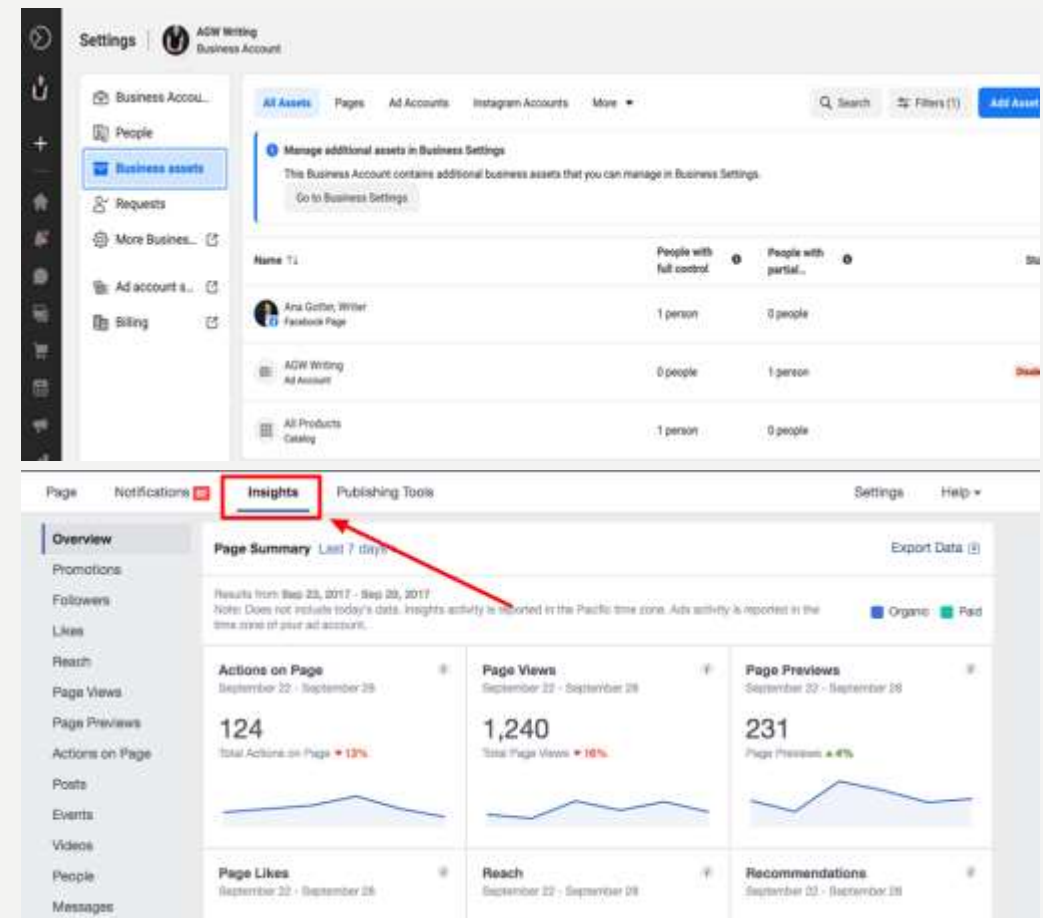
FACEBOOK PAGE MANAGEMENT TOOLS

Meta Business Suite: Schedule posts, manage video content, monitor performance, and interact with the audience in an organized manner.

Insights: Detailed analytics on page performance including views, follower interaction, and other useful metrics.

ROLES AND RESPONSIBILITIES ON A FACEBOOK PAGE

- **Content**: Create, manage, or delete any page content, such as posts and stories.
- **Messages**: Respond to direct messages in the inbox.
- **Comments**: Manage comments on the page, including editing or deleting existing comments.
- **Linked Accounts**: Manage linked accounts, such as Instagram.
- **Ads**: Create, manage, and delete ads.
- **Analytics**: Use page, post, and ad analytics to analyze page performance.
- **Events**: Manage page events, including creating, editing, and deleting events.
- **Removals and Exclusions**: Remove or exclude people from the page.

FULL CONTROL ACCESS

- **Settings**: Manage all settings, including page information and deletion.

- **Permissions**: Grant or remove access to the page or linked Instagram account.

- **Activity Access**: Manage who has access to your new page's activities.

BENEFITS OF A BUSINESS PAGE

- Increase brand visibility

- Connect with customers

- Build relationships

- Promote products or services

- Gather customer feedback

- Collect performance data
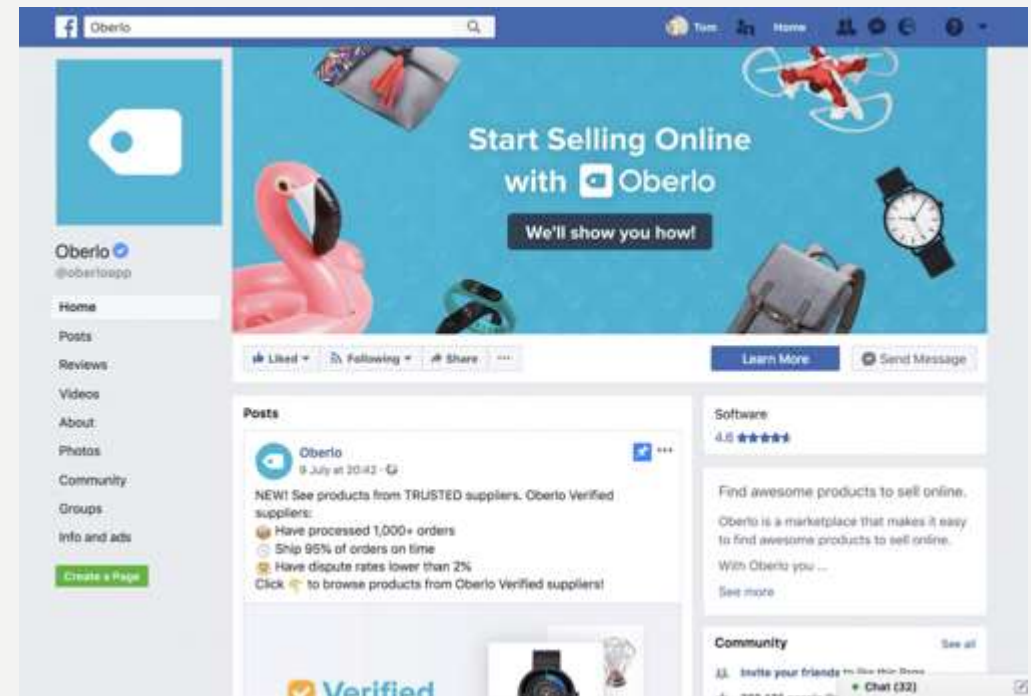
INTRODUCTION TO INSTAGRAM

- Over 1 billion monthly active users globally.

- Focus on visual content: photos and videos.

- A platform for creative and exciting engagement with the audience.

SETTING UP A BUSINESS ACCOUNT

- Provide complete and relevant information: business name, brief description, website link.

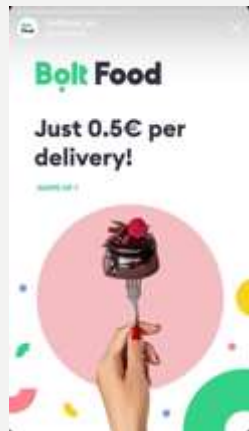- Use a recognizable profile picture, such as the brand logo.
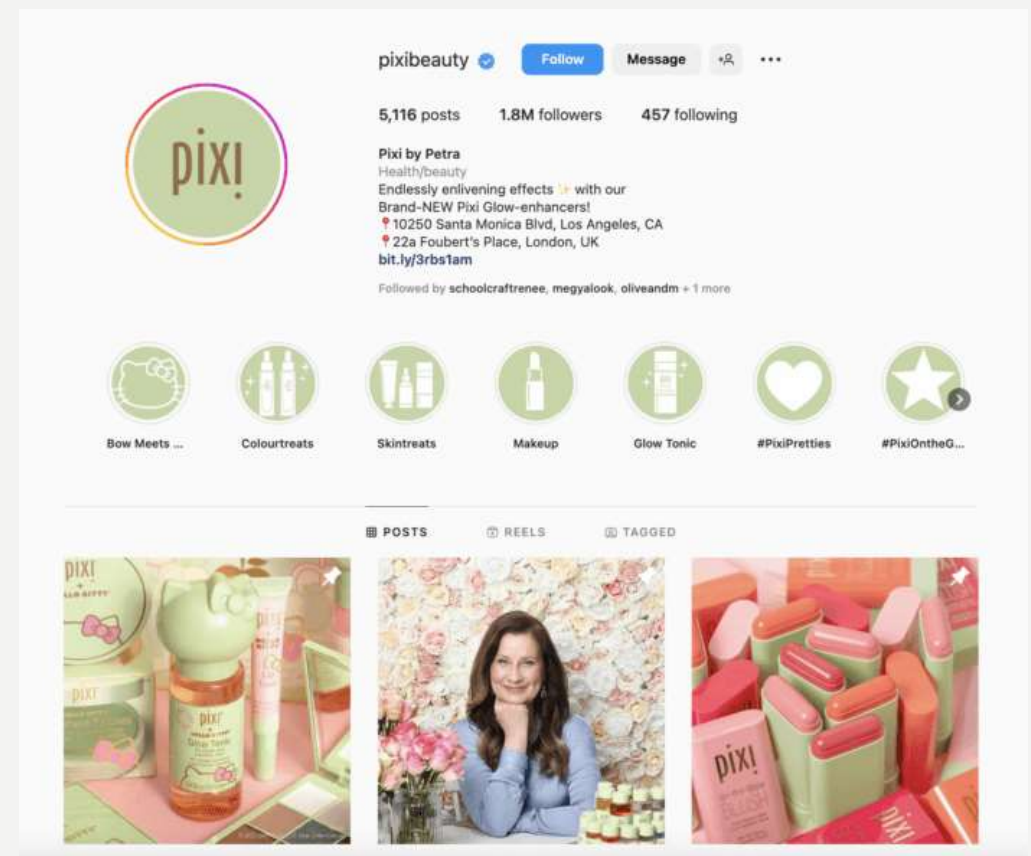
CONTENT TYPES ON INSTAGRAM

GEAR

Posts: Photos with text and hashtags, single or carousel format.

Stories: Temporary content disappearing after 24 hours, great for sharing behind-the-scenes moments and special offers.

Reels: Short, fun videos up to 90 seconds, ideal for viral challenges and engaging younger audiences.

Live: Real-time streaming to share events, answer questions, or chat with followers.
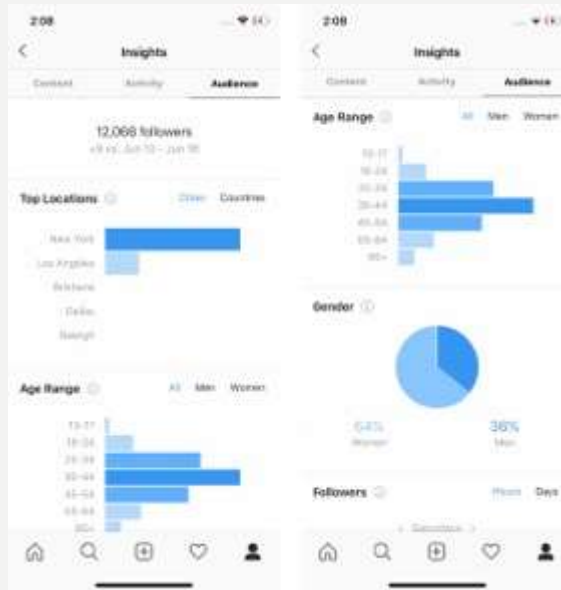
EFFECTIVE USE OF HASHTAGS

GEAR

- Use relevant hashtags related to your industry or topic.

- Avoid overuse: maintain a range of 5 to 30 hashtags per post.

- Create brand hashtags to enhance brand awareness.

christianblair_style •

#fashionaddicted #myshopstyle
#classyandfashionable
#fashioninspiration #bloglife
#womensshoes #todayiamwearing
#outfitshare #whatiwear
#whatiweartoday #oneofthebunch
#ltkunder100 #liketkit
#thedarlingmovement #ootdwatch
#stylecollective #ltkstyletip
#stylebloggers #bloggersofinstagram
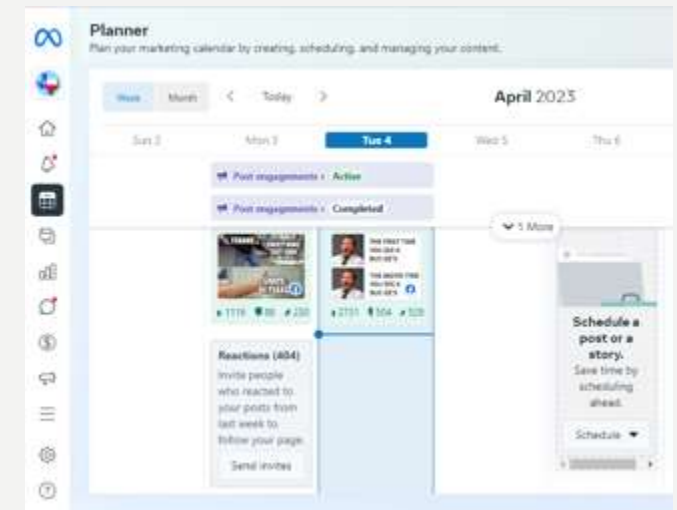#blogpost #shopthelook #casuallook

INSTAGRAM MANAGEMENT AND ANALYTICS TOOLS

GEAR

Instagram Insights: In-built feature offering performance analytics and follower demographics.

Content Planning Tools:
Apps and software, including Meta Business Suite, for scheduling posts and maintaining a well-organized presence.
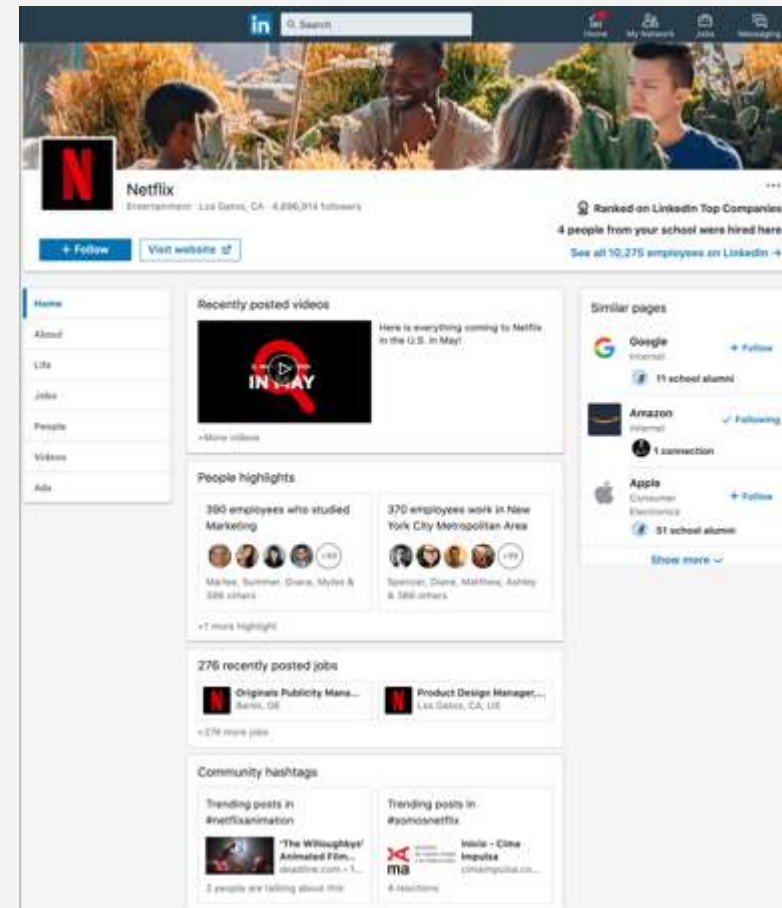
INTRODUCTION TO LINKEDIN

- World's largest professional social media platform with over 830 million monthly active users.

- Connect with professionals, find jobs, and foster career growth.

SETTING UP A BUSINESS PAGE

- Create a personal account to set up a business page.

- Provide essential business details: name, category, contact info, and description.

# JOB SEARCH AND NETWORKING ON LINKEDIN

- Enhance professional visibility.

- Reach new clients and business partners.

- Build relationships with industry professionals.

- Discover new opportunities for jobs, training, and collaboration.

- Expand your professional network.

- Improve skills through courses and events on the platform.
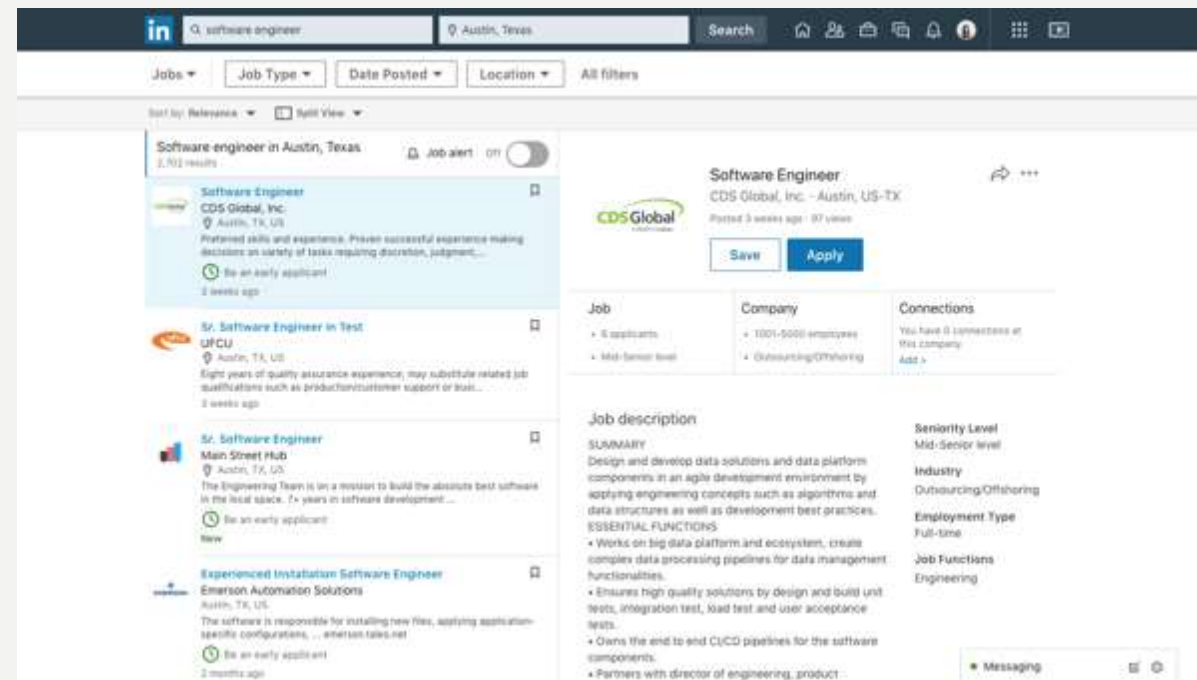
CREATING POSTS AND ARTICLES ON LINKEDIN

- Share ideas and information through posts and articles.

- Posts can include text, images, or videos, and tag others.

- Articles allow for longer, structured text content.
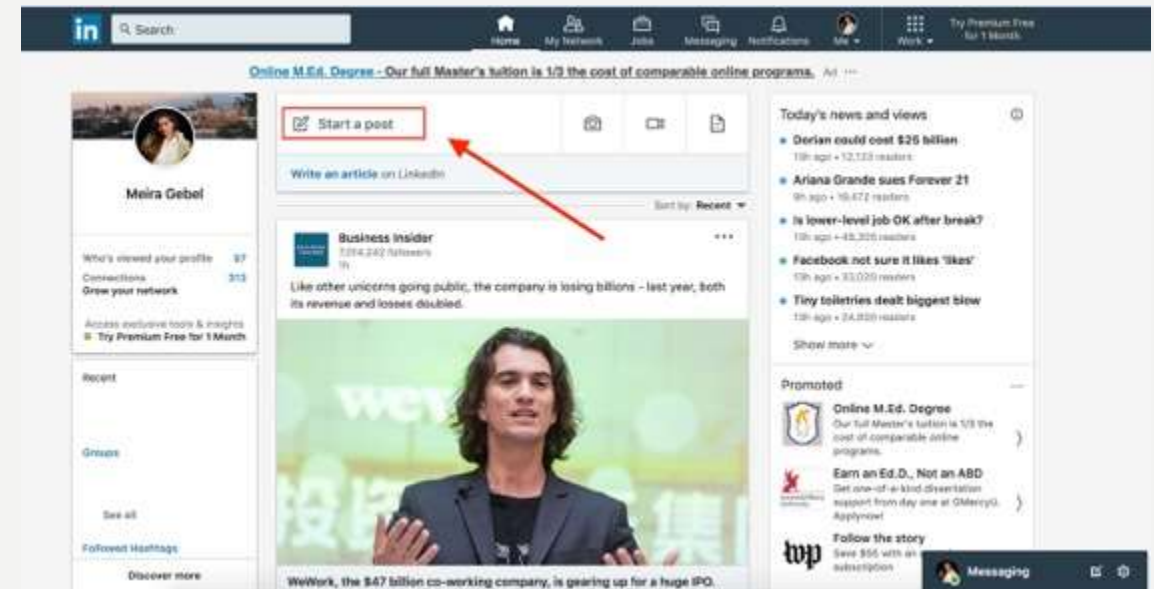
CONTENT TYPES ON LINKEDIN

LINKEDIN

Text posts

Articles

Images

Links

Videos

Events

ROLES AND PERMISSIONS ON BUSINESS PAGE

Administrator: Full access to manage the page efficiently and securely.

Moderator: Manage interactions with followers and respond to comments without full page access.

Editor: Create, edit, and delete content but cannot manage followers or respond to comments.

Viewer: View page content without the ability to create, edit, or delete content.

INTRODUCTION TO TIKTOK

TIKTOK

- Founded in 2016, rapidly gained popularity with short, engaging videos.

- Maximum video duration of 60 seconds.

- Known for special effects, creative filters, and user-friendly interface.

SETTING UP A TIKTOK PROFILE

TIKTOK

- Create a personal or business profile using Google, Facebook, phone number, or email.

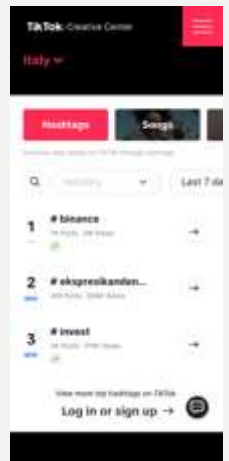- Customize with a representative photo/logo and a brief description.
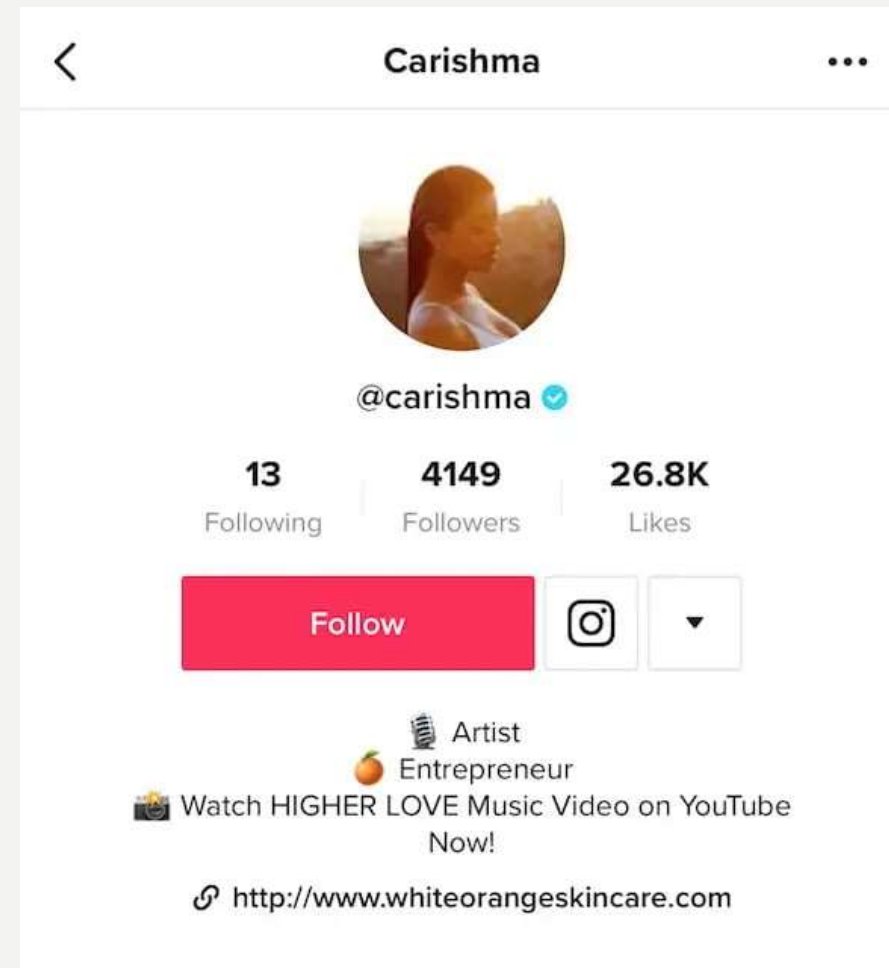
CONTENT TYPES ON TIKTOK

Challenges: Participate in creative trends using specific hashtags.

Tutorials: Share knowledge or specific skills through tutorial videos.

Trends: Engage with popular topics or video styles to reach a wider audience.
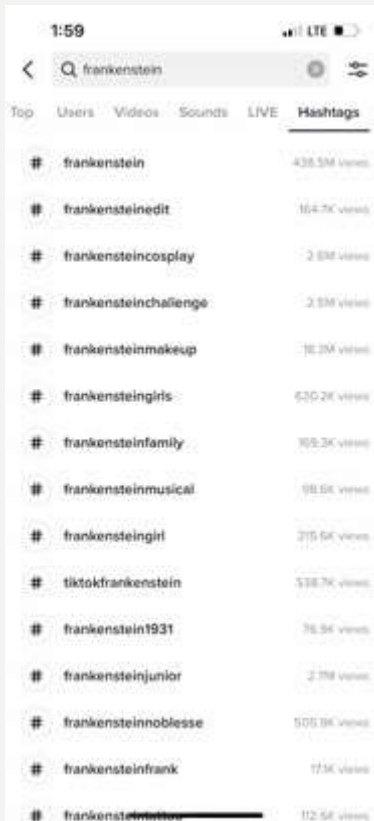
Live: Real-time streaming to share events, answer questions, or chat with followers.
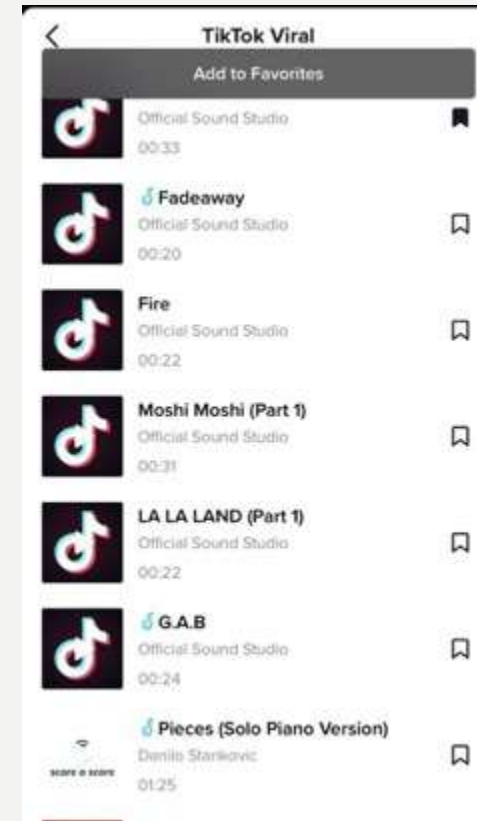
UTILIZING HASHTAGS AND SOUNDS ON TIKTOK

TIKTOK

Use relevant and popular **hashtags** to enhance video visibility.

Leverage TikTok's extensive **library of sounds** and music to make content more engaging.

CONSIDERATIONS FOR BUSINESS USE

- Ensure content is authentic, fun, and relevant to your **target audience**.

- Understanding the **youthful audience** and current language trends is vital.

- Monitor and respond to **comments and interactions** promptly and kindly.

- **Creativity** is key: experimenting with new ideas can yield surprising results.
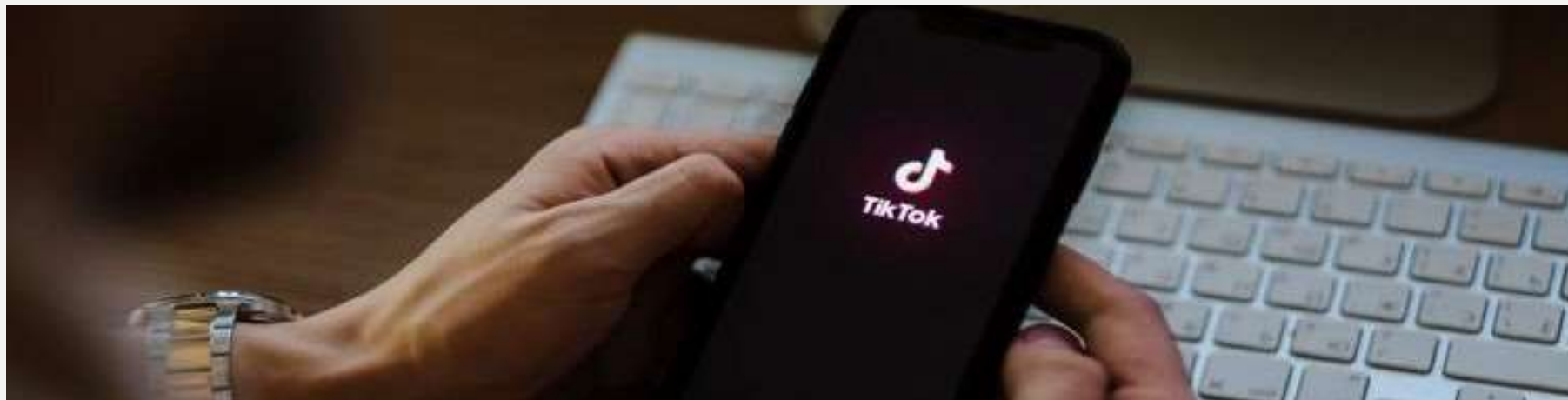
TIPS FOR CREATING ENGAGING CONTENT

GEAR

- **Know your audience**: Tailor content to meet their expectations.

- **Tell a story**: Use storytelling in captions, posts, and videos.

- **High-quality images and videos**: Ensure visual content is high-quality and relevant.

- **Be authentic and transparent**: Showcase the human side of your brand.

- **Engage the audience**: Encourage interaction through questions, polls, and sharing experiences.

UTILIZING A CONTENT CALENDAR

GEAR

Social Media Calendar

- **Set objectives**: Define the goals of your social media strategy.
- **Identify important dates**: Plan content around significant events and product launches.
- **Consistent scheduling**: Maintain a steady flow of content.
- **Diversify content types**: Alternate between texts, images, videos, and polls.
- **Use management tools**: Leverage tools to schedule posts in advance and simplify platform management.

BRAND AND VOICE CONSISTENCY

GEAR

- **Consistent visual identity**: Stick to a uniform color scheme, font, and graphic style.

- **Define an authentic voice**: Develop a unique voice that resonates with your audience

- **Consistent tone and message**: Ensure a recognizable and consistent online presence.

- **Engage consistently**: Build trust through timely and consistent responses to audience interactions.

- **Monitor results**: Measure the effectiveness of your strategy and make necessary adjustments.

KEY SOCIAL MEDIA METRICS TO MONITOR

GEAR

- **Follower and Reach**: Measure the audience size and reach of our content.
- **Interactions**: Count of likes, comments, shares, and reactions.
- **Click-Through Rate (CTR)**: Percentage of users clicking on our links.

- **Impressions**: Total views of our content.
- **Engagement Rate**: Ratio of interactions to followers.
- **Conversions**: Desired actions completed by users.
- **Dwell Time**: Duration users spend interacting with our content.

USING DATA FOR STRATEGY IMPROVEMENT

- **Identify Trends**: Understand what resonates with the audience.

- **Optimize Content**: Focus on content types generating the most engagement.

- **Determine Optimal Times**: Publish when the audience is most active.

- **Adapt Strategy**: Make targeted changes for better results

CONTINUOUS MEASUREMENT

METRICS AND ANALYSIS

GEAR

The Dynamic Nature of Social Media Metrics

Measuring social media performance is an ongoing process. By utilizing the gathered data, we can continuously adapt to our audience's needs and enhance our social media presence.

FORMATS - FACEBOOK

Photo

- Format: JPG or PNG

- Recommended size: 1200 x 630 pixels

Page cover image

- Format: JPG or PNG

- Recommended size: 820 x 312 pixels

Video

- Format: MP4 or MOV

- Recommended resolution: 720p minimum (1280 x 720 pixels)

- Recommended aspect ratio: 16:9

- Maximum duration: 240 minutes

FORMATS - INSTAGRAM

FORMNATS

Photo in the feed

- Format: JPG or PNG
- Recommended size: 1080 x 1080 pixels
- Recommended aspect ratio: 1:1

Horizontal Photo in the feed

- Format: JPG or PNG
- Recommended size: 1080 x 608 pixels

Vertical Photo in the feed

- Format: JPG or PNG
- Recommended size: 1080 x 1350 pixels

Video in the feed

- Format: MP4
- Recommended size: 1080 x 1080 pixels (carousel) or 1080 x 1920 pixels (stories)
- Recommended aspect ratio: 1:1 (carousel) or 9:16 (stories)
- Maximum duration: 60 seconds (carousel) or 15 seconds (stories)

Instagram Stories

- Recommended size: 1080 x 1920 pixels
- Maximum duration: 60 seconds per story, up to 100 consecutive stories

FORMATS - TIKTOK

Video

- Recommended dimensions: 1080 x 1920 pixels

- Recommended aspect ratio: 9:16

- Maximum duration: 15-60 seconds (depending on account settings)

FORMATS - LINKEDIN

Image of the article or post

- Format: JPG, PNG or GIF
- Recommended size: 1200 x 627 pixels

Company page cover

- Format: JPG, PNG or GIF
- Recommended size: 1584 x 396 pixels
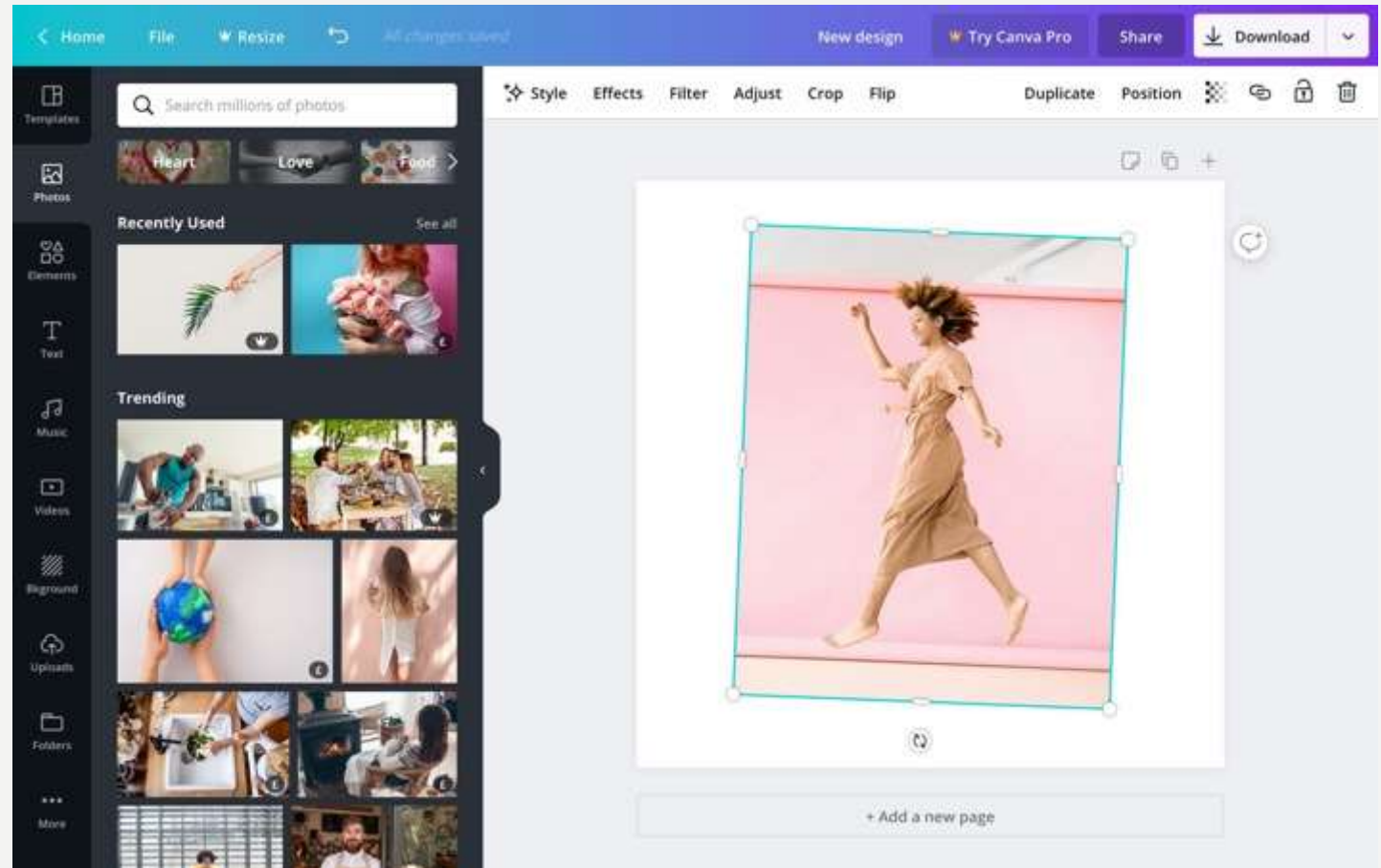- Recommended aspect ratio: 4:1

Video

- Format: MP4
- Recommended dimensions: 1280 x 720 pixels
- Recommended aspect ratio: 16:9
- Maximum duration: 10 minutes for uploaded videos, 30 seconds for profile videos
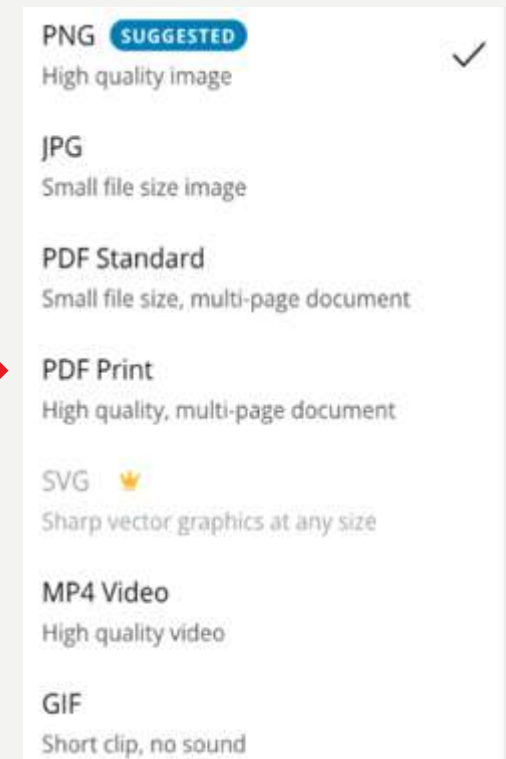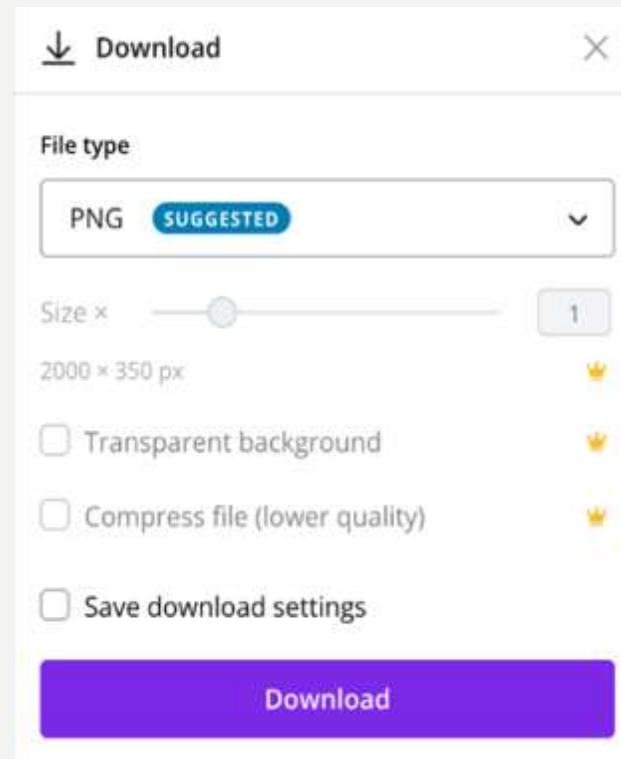
INTRODUCTION TO CANVA

- Canca is versatile tool for creating graphics, stories, videos, presentations, and more.

- Accessible at: www.canva.com

CANVA: EXPORTING, SHARING, AND COLLABORATION

- **Export Projects:** Download in various formats like JPEG, PNG, PDF, and GIF.

- **Share Projects:** Directly share via Canva-generated links or post to social media platforms.

- **Collaboration:** Work together with up to 10 team members on a project.

INTRODUCTION TO VN VIDEO EDITOR

- **Overview**: Free video editing application for high-quality video creation.

- **Availability**: Android and iOS.

- **Target Users**: Suitable for all levels of experience.
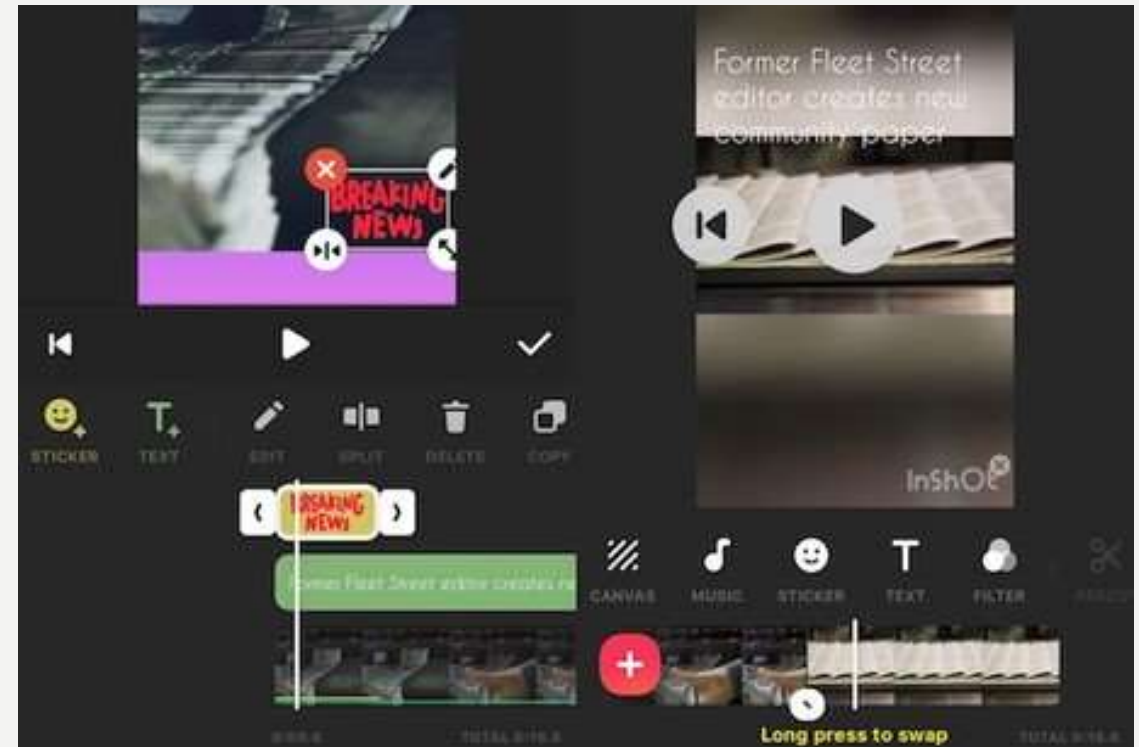
VN FEATURES

GEAR
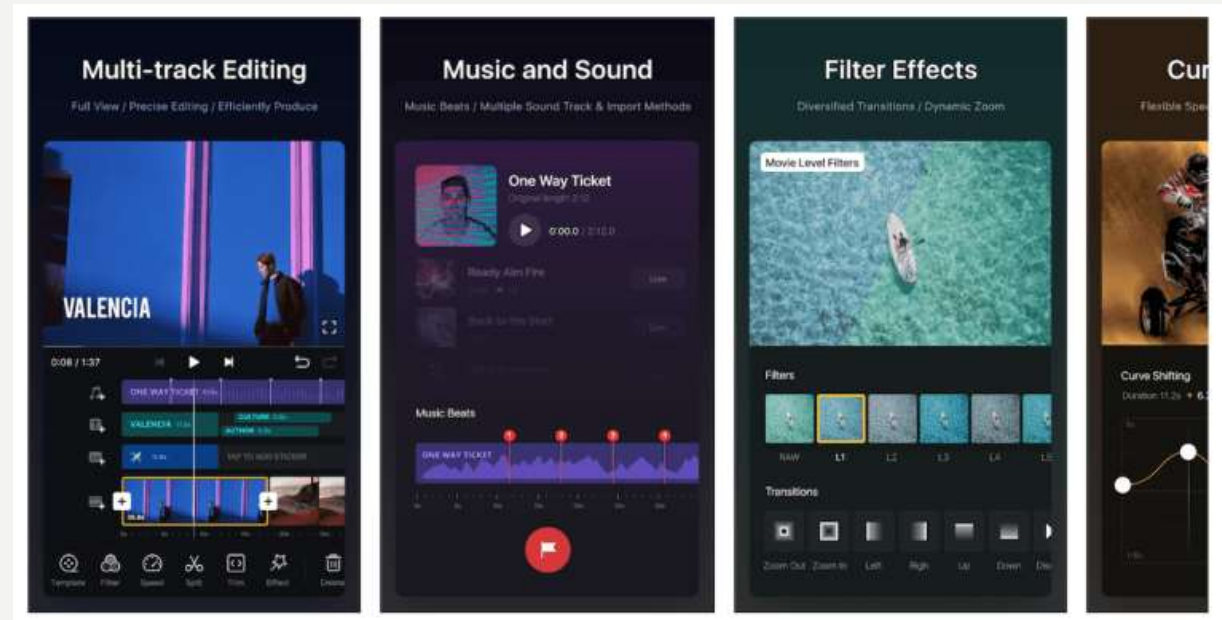
- **Import and Capture**: Source videos from cameras, smartphones, computers, and other devices.
- **Editing**: Cut and assemble videos seamlessly.
- **Sound**: Add music, sound effects, and voiceovers to enhance the video narrative.

- **Visual Effects**: Apply transitions and visual effects to create dynamic videos.
- **Export**: Save videos in various formats including MP4, MOV, and GIF.

INTRODUCTION TO INSHOT VIDEO EDITOR

- **Overview:** A versatile app for creating and editing high-quality videos.

- **Availability**: Android and iOS.

- **Target Users**: Ideal for users of all experience levels, offering a user-friendly interface.

INSHOT FEATURES

GEAR

- **Editing:** Trim and assemble videos to create the desired narrative.
- **Sound**: Incorporate music, sound effects, and voiceovers for a rich audio experience.
- **Visual Effects**: Utilize transitions and visual effects to enhance the video content.

- **Customization:** Resize and crop videos, add text, stickers, and filters for a personalized touch.
- **Export**: Export videos in a variety of formats to suit different platforms and preferences.

HOW TO PUBLISH A POST ON FACEBOOK OR INSTAGRAM

1
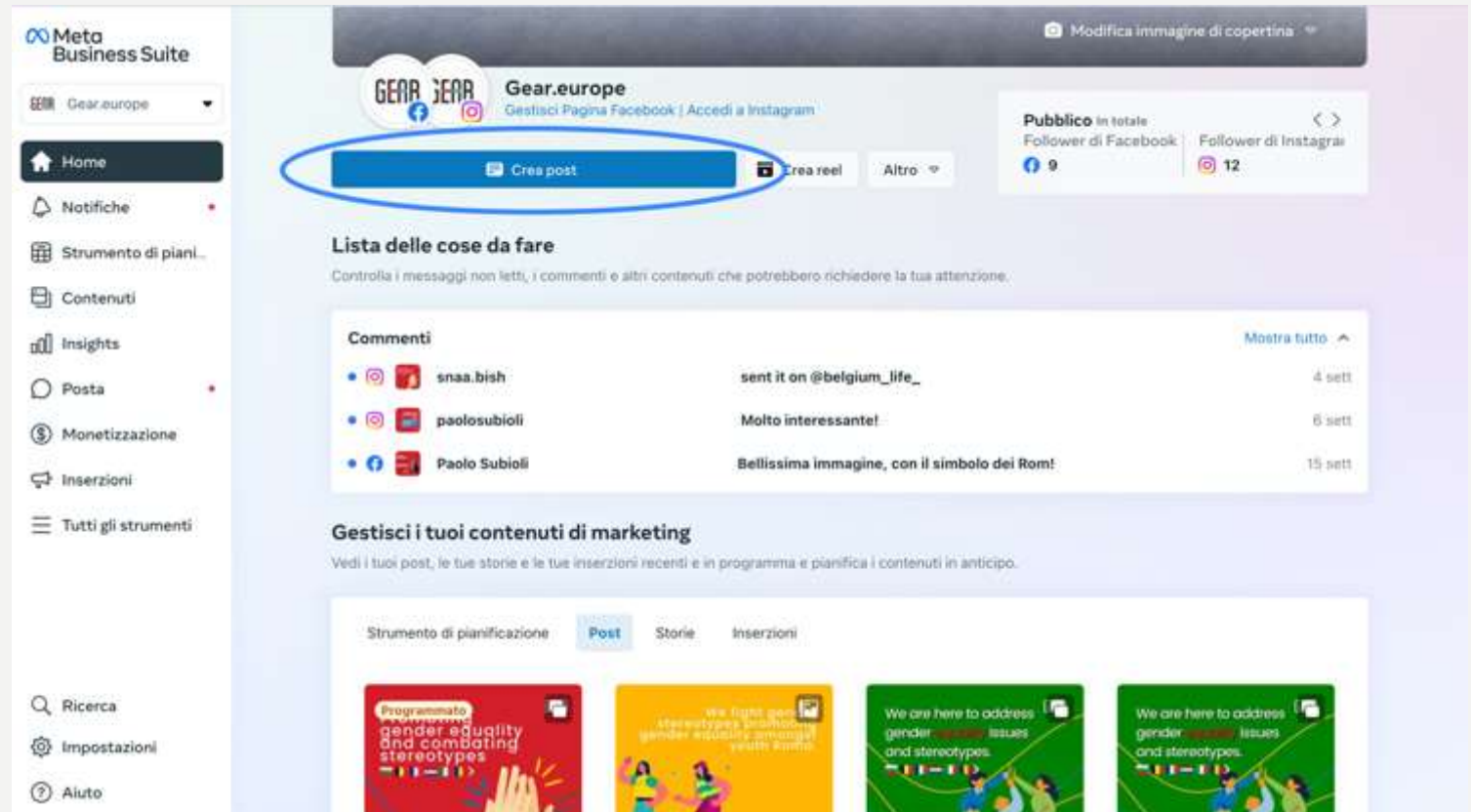
From the Facebook page, click on Meta Business Suite
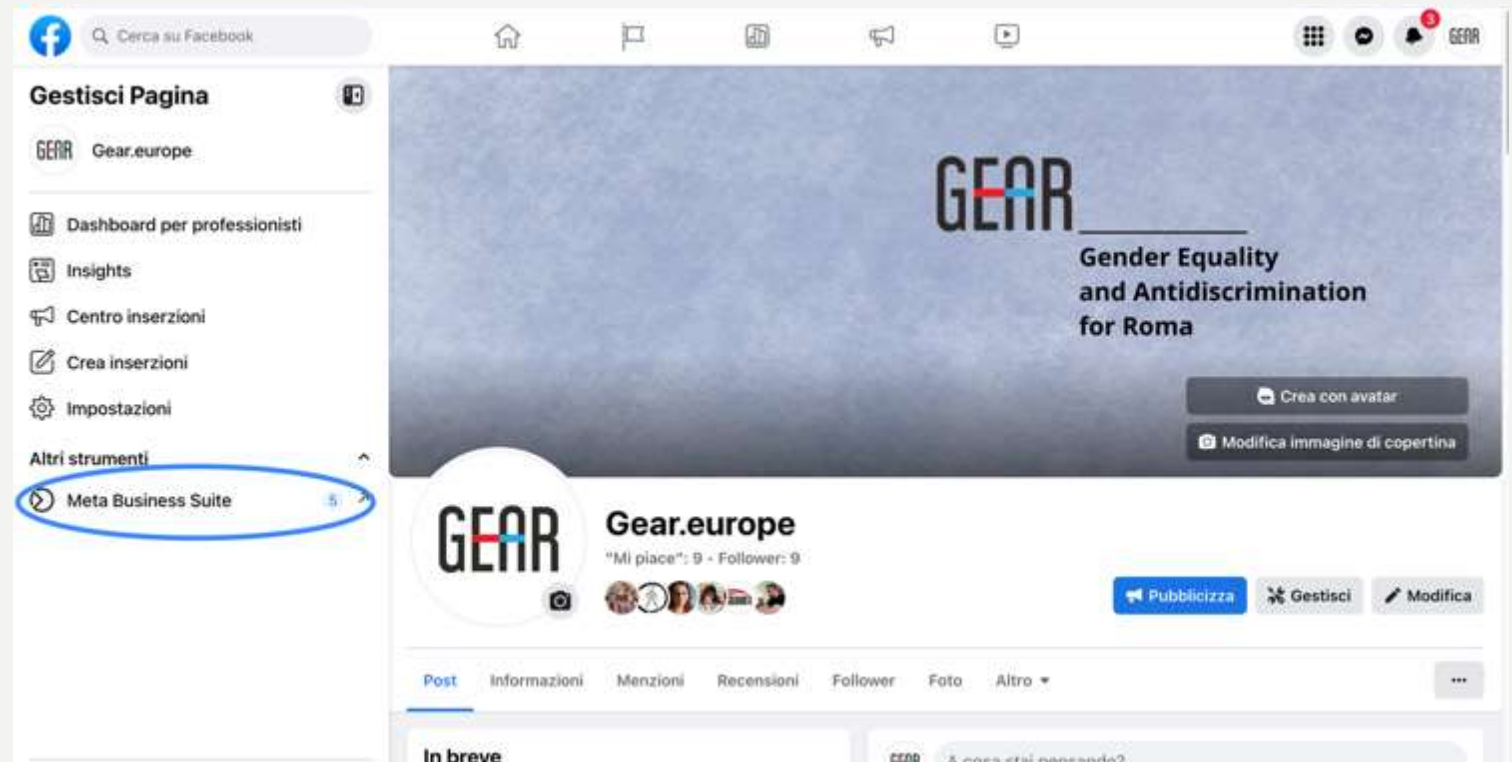
HOW TO PUBLISH A POST ON FACEBOOK OR INSTAGRAM

2

From Meta Business Suite, click on "Create Post"

HOW TO PUBLISH A POST ON FACEBOOK OR INSTAGRAM

GEAR

3

Here you can publish a post on Facebook and/or Instagram, select content, edit captioning between the two social, view previews of the content on the platforms, as well as schedule the post, save it as a draft or publish it directly.