

How to TeleGrow Training Modules: The Ultimate Teleworking Training for VET providers



E-SENIORS

**Module 4: Social Media
Management**



Erasmus+

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1. Introduction to the topic

Social media management is the activity that consists of taking into account and using the potential influence of social media to promote marketing activity, the commercial development of a company and the employer brand. It is the operational implementation of a social media strategy. The areas of social media management are numerous and their respective importance varies according to the field of activity. For example, a media company will be much more involved in social publishing, whereas a pharmaceutical company may give priority to social listening.

The main areas of action for social media management are:

- social listening
- social publishing
- advertising on social networks
- social selling (especially B2B)
- influence marketing
- social care
- brand advocacy etc.

Social media management is therefore a function that cuts across the company and raises questions of governance. In some cases, it can be entrusted to a social media manager. Part of the social media management function can be carried out with the help of specialised platforms and can sometimes require the creation of a social room.

The first four parts will provide an approach to social media and the opportunities they represent for the promotion of one's work or business. The first part presents the different applications that are available and the target groups they allow to reach. The second part explains how to use these tools to create impact. The third part presents the tools to use to power your work and the fourth part presents the rules to know in terms of copyright and image rights within social media. Part five is a practical exercise to apply what the previous parts explain.

2. Learning objectives

Upon the completion of this module reading, the learner will be able to:

- Understand the definition of social media management and its main areas of action
- Recognise the different social media and their possibilities
- Know which social media to use depending on the target group
- Develop a social media strategy to create impact in the field of work
- Know the copyright rules and how to apply them
- Detect the useful communication tools to disseminate and manage digital marketing

3. Learning contents

Chapter 1 – Apps and networks for dissemination

Social networks offer a lot of possibilities for the diffusion of one's work. They have become indispensable online platforms shaking up all the old codes.

If we compare promotion on social networks to traditional offline advertising, we find several advantages:

- A more affordable way to reach buyers through advertising, one can be visible to a targeted audience directly on the social network;
- You can reach the target audience in a precise and broad way. 4.5 billion¹ people in the world use social networks;
- You get quick feedback from customers and have the ability to respond promptly;
- You can increase customer loyalty to the brand.
- Good promotion on social networks is not about being aggressive but is based on communication and creation of useful content.
- We are talking about entertaining content, competitions, offers or informal and visual communication.



Source: Freepik²

→ **Facebook**

¹ “Number of social media users worldwide from 2018 to 2027”, Published by S. Dixon, Jun 15, 2022 on *Statista*: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

² https://www.freepik.com/free-vector/social-media-logo-collection_10363321.htm#query=social%20media&position=6&from_view=search

Without surprise, Facebook is the leading social media platform for businesses. With 2.41 billion daily active users, it is the most used platform. The main reasons for this success are the large user base and demographics.

Indeed, everyone can find their target audience on it and the solution to reach them is Facebook advertising. It is possible to target groups by age, gender, occupation, interest, buying behaviour, relationship status and more. In consequence, you can target exactly the audience you want to reach and place your content and ads on their news feed.

However, budget needs to be spent on this advertising. On average, the price of Facebook advertising is around 90 cents per click and 6 euros per 1000 impressions.

→ **Messenger**

Messenger is part of Facebook, but to use it you need to download a different application. It contains some additional features to add to those of Facebook.

Messenger allows users to send messages to each other, but it also works for businesses. When someone clicks on an ad, they can be invited to start a Facebook message with the business in question. It is also possible to set up automated messages: if a person sends a message to a Facebook page, Messenger can send an automated message, for example: "Thank you for contacting us" in order to establish a relationship with the potential customer.

→ **Instagram**

Instagram is now owned by Facebook and has 500 million daily active users. Thanks to that, it has access to the same user database and advertising platform as the Facebook Messenger application. Therefore, it has the same paid benefits but also some free ones.

You can share photos or videos, which allows a business to promote itself through content creation.

→ **Pinterest**

If your work is aimed more at women, then Pinterest is a good opportunity as 81% of its 291 million monthly active users are women.

Cooking recipes, how-to lifestyle articles, wedding inspiration and outfit ideas are some of the top searches on Pinterest. It is also possible to use paid ads to boost the reach of posts. Pinterest also allows you to determine which keywords have the most reach and use them strategically in content.

→ **Snapchat**

Snapchat is an application that allows users to send photos or videos to another user directly or pin them to the profile for 24 hours.

Its target market of interest here is young people. There are more than 203 million daily active users on Snapchat, 71% of whom are under 34 years old and almost half of them are between 18 and 24 years old.

Therefore, Snapchat, like Instagram, offers the possibility of producing visual content to promote one's work or business. The application also offers paid advertising options to have a Snapchat link in the Snapchat Discovery section.

→ **YouTube**

YouTube is a platform that allows users to watch and download videos. It has over 2 billion monthly active users, so there are plenty of daily active users who are likely to watch videos.

Like for Instagram, Pinterest and Snapchat, YouTube has the advantage of visual content. Being owned by Google, YouTube has access to its advertising platform.

Without having to spend extra money on advertising, you can get your YouTube videos to have higher search rankings. You can do this by including the keywords in your title, video description and the actual list of keywords in the keyword tool.

→ **Twitter**

Twitter is one of the oldest social networking platforms with 336 million monthly active users. It is possible to post photos and videos with a copy limit of 280 characters. However, what makes also Twitter so successful is its real-time update stream. Twitter is a good tool for engaging potential new customers by using hashtags. Through hashtags, it is possible to find consumers looking for something you offer and vice versa.

→ **LinkedIn**

LinkedIn is primarily aimed at businesses that target consumers based on job titles or in B2B models. The platform has 303 million monthly active users, almost all of whom are in or around the workplace. Also, the ad platform is not as advanced as Facebook's in terms of campaign features but it allows to target more jobs than Facebook. This can be important if your business' bottom line depends on targeting specific companies or job titles.

→ **TikTok**

TikTok is a new social media platform that has become extremely popular in recent years. It is an application that allows its users to create their own 15-second video clips and share them. Today, it has 1.2 billion users worldwide with 500 million of whom are monthly active users. The only way marketers can use this platform for advertising is through influencers. In consequence, many brands are using it to reach Generation Z, a market that seems quite difficult to reach.

→ **The Google business profile**

It is very welcome to have a Google Business profile. Google business profiles are free listings that appear on Google when someone searches for your business or work. It also allows you to find it via Google Maps and Google Shopping too. You can give location information, opening hours, website link, etc. It also allows customers to leave reviews and upload photos which is an advertisement.

Chapter 2 – Create impact through digital tools – How to use social media for creating impact

Social media have become widespread with the development of new technologies. Now they have billions of users, as they were initially targeted at the general public. In addition, they reached retailers and companies, which now use them as powerful communication means. They allow them to disseminate information, promote their offers or answer their customers' questions. Numerous developments have been made on different platforms and several of them directly concern professionals. Appointment setting, online shop or recruitment solutions are among the many features that make these communication channels more and more relevant for companies.



Source: Freepik

Below, there are examples of best practices for using social networks to develop your reputation:

1. Choice of platform

Each social network has a different use. Companies need to understand this in order to target their customers and adapt their messages. For example, LinkedIn will be used for professionals using a formal tone, Facebook will be used to share personal and functional content using an informal tone, and Instagram to share moments or snapshots that could be similar to an art gallery, also using an informal tone. It is

recommended that a company determines a typical persona or personas to help them do this. It is also a good idea to use a multi-platform approach to broaden the points of interaction with consumers.

2. Creating valuable content

In order to stand out from the competition, it is important to be able to draw the consumer's attention and offer them quality content. Here are some elements that will allow you to create value:

- the use of images or videos with little text;
- encourage fun, relevant and creative content
- a prospect customer comes to be entertained, informed, and wants to see what the brand really stands for in order to find the one that most closely resembles him/her.

Adopting these tips in your social media strategy is essential and above all very effective.

3. Using influencers

If business intelligence is essential to stay well positioned in the market, so is actively listening to the people who influence your sector. On social networks, these are the influencers who regularly post and speak to thousands or millions of followers. Their reactions, recommendations and opinions are to be followed very closely. Because they regularly speak to your existing or potential customers, these influencers are able to give authentic feedback on a consistent basis. Promoting your brand through an influencer is very effective and is increasingly being adopted in business strategy. This is known as influencer marketing.

4. Using the right KPI's

In order to evaluate the raising of your brand awareness, it is necessary to be able to measure it. To do this, marketing professionals use KPI (Key Performance Indicator) such as

- Mentions: the number of times your brand/product/manager has been named on social media and chat rooms including replays and shares.
- Impressions: the number of times a message (article, post) has the opportunity to be seen and impact the user.
- The number of "likes".
- The number of "shares"
- The number of new followers

5. Respond to negative AND positive reviews

In order to manage your reputation and control your image, you need to be able to be reactive on social networks and respond in real time to opinions left by consumers, whether there are positive or negative. As Warren Buffet said, "it takes 20 years to build a reputation and five minutes to destroy it". This rule is all the more exacerbated with digitalization which can very quickly make a post go viral and destroy a reputation on an international level. Thus, the transparency that social media brings becomes a considerable fact to be taken into account during a crisis management. "Your brand is not what you say it is, but what Google says it is" (Chris Anderson). You must be ready to act immediately.



Source: Freepik

Chapter 3 – Tools to power your work and manage your marketing

Social networks are essential channels for promoting a business communication strategy. They are used to develop a brand image, share values and create a community around the company. These platforms allow you to inform, attract and even diversify your audience.

Social networks act as a real showcase and should be combined with a website for a successful digital strategy. Publications can link directly to a company's website or propose a connection with a staff member.

This channel also tends to make a company more human and create more proximity with customers. Indeed, they can directly leave their opinions on an offer or enter into communication with the company via instant messaging. It should be noted that customer feedback and e-reputation provide transparency that your prospects will appreciate.

Each social network has its own codes. Thus, the discourse to be held will not be the same from one to another. Facebook, for example, is the sharing network par excellence. Product launches, candidate searches, photo sharing are all possible on this platform. For companies, a social network such as LinkedIn is the perfect medium to stand out as an opinion leader.



Source: Freepik

Social networks represent a real marketing potential for companies. And for good reason:

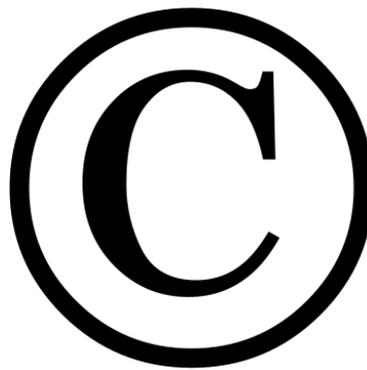
- Each new content release boosts your visibility a little more, and converts users: Social networks are a real springboard for developing visibility and therefore awareness. The different social network accounts represent the different business cards of the company. Each network has its own objective. It is a way for you to make yourself known to your suppliers, partners, competitors and especially your future customers by using the principle of information virality. Advertising also allows you to make yourself known thanks to the collection of data from social users.
- Social platforms offer a better understanding of your audience's needs, and thus create a privileged relationship with them: social networks are a godsend for companies because they have enabled a dialogue between Internet users and their favourite brands. By following its customers and collecting data on the networks, the brand gets to know its audience better and better. This allows them to offer personalised products and services. It also provides the opportunity of interacting in real time and informally in order to reinforce the engagement of Internet users. This conversational dimension will enable the company to increase its reputation among its customers by being as close as possible to them and thus to build loyalty.
- Brands that are active on social media benefit more from the loyalty of their customers;
- Your business becomes more humanised by interacting with your audience on social media channels;
- This interaction creates a show of good faith for your prospects. When customers praise one of your offers, they naturally turn to social media to do so;
- The more quality content you post, the more qualified traffic you will attract to your website;

- It's also an opportunity to publicly demonstrate your level of customer service. Working on your reputation is synonymous with customer satisfaction. This means listening to customers, responding to their questions and comments, and providing smooth and pleasant customer service. However, with digitalisation, having a good e-reputation, i.e. the image that the company reflects on the Internet, is also essential. The latter is a real challenge for the success of a brand as it has to manage much more information flow and ensure its good communication in real time.

Chapter 4 – Copyright and licenses applied to data, digital information and content

While companies are beginning to use social media as part of their business strategy, there are many copyright issues to consider when publishing on a social media platform.

« Copyright is a type of intellectual property that protects original works of authorship as soon as an author fixes the work in a tangible form of expression. In copyright law, there are a lot of different types of works, including paintings, photographs, illustrations, musical compositions, sound recordings, computer programs, books, poems, blog posts, movies, architectural works, plays, and so much more! »



Source: <https://www.copyrightfrance.com/>

Republishing is a common practice on social networks. The owner of a copyright has exclusive rights to his or her own work and decides how he or she wishes to distribute that work. By simply mentioning it does not protect someone from an infringement action.

When creating an account on social media, each user agrees to the terms and conditions of the platform. The terms often include a statement that each user has intellectual property rights to the content they post on the site.

For example, Facebook's Statement of Rights and Responsibilities governs the terms of agreement for users. It states that users "will not post content or take any action on Facebook that infringes or violates someone else's rights or otherwise violates the

law. It also states that all content posted on Facebook is protected by intellectual property rights and that the users own all content and information he/she chooses to post.

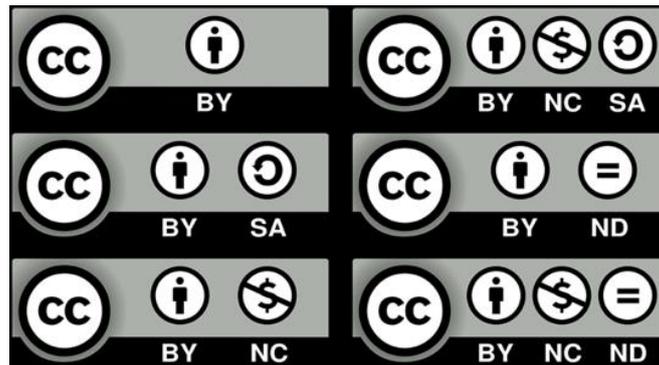
Each user who creates a post can be considered a publisher, so ownership of their work is automatically seen as legally protected intellectual property.

It seems logical that blog and social media posts should be accompanied by an image. However, not all of us are photographers, so we don't always have the image we would like to accompany the post.

While it may be tempting to simply download photos from a browser such as Google Images, which offers a large number of them. But this presents a number of copyright problems. There are, however, a large number of free images online that businesses can use to promote themselves without having to buy them.

One example is images published under a "Creative Commons" license. Creative Commons provides licenses that copyright holders can use to release their images for public use. There are four Creative Commons Licenses that allow businesses to use images on their websites or social media with restrictions specific to each:

- CC0 License: You don't have to cite the source (but it is still advisable to always cite an image);
- CC BY License: You must cite the source of the image;
- CC BY-SA license: You must cite the source of the image and protect the work under a CC BY-SA Creative Commons license;
- CC BY-ND license: It is not possible to modify the image and the source must be cited.



Source: https://www.ccsd.cnrs.fr/wp-content/uploads/2019/03/licences_CC.png

You can find these images on Google Images by adding the Creative Commons filter.

There are many websites that offer these images:

- Pixabay
- Freepik
- Unsplash
- Pexels
- FreeJPG

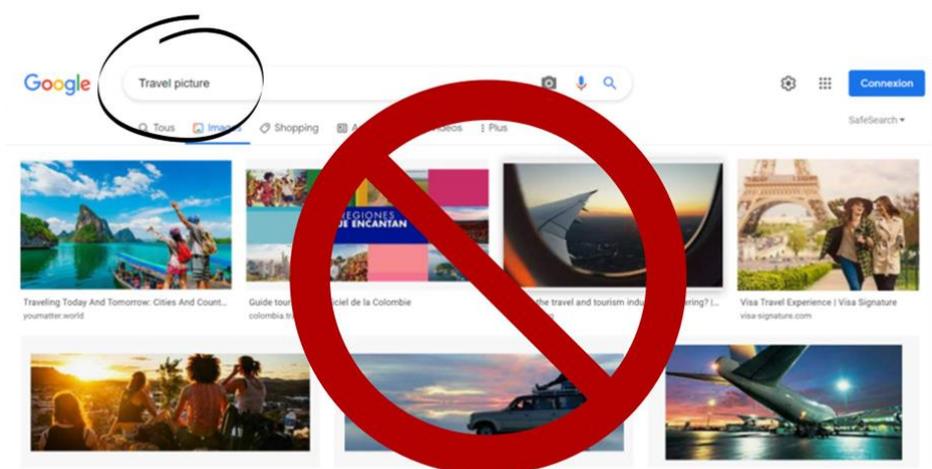
Chapter 5 – Practical Activity/Worksheet & Useful Tools

Practical Activity 1: How to find a copyright free image?

You are in a company specialising in travel and you want to promote it by creating flyers and various documents to be distributed on your social networks and your website. You want to illustrate your article with a photo to make it more pleasant to read. How do you find a relevant image?

What you should not do:

Open a Google Image search page, look for a travel photo, take any photo and use it without citing the source.

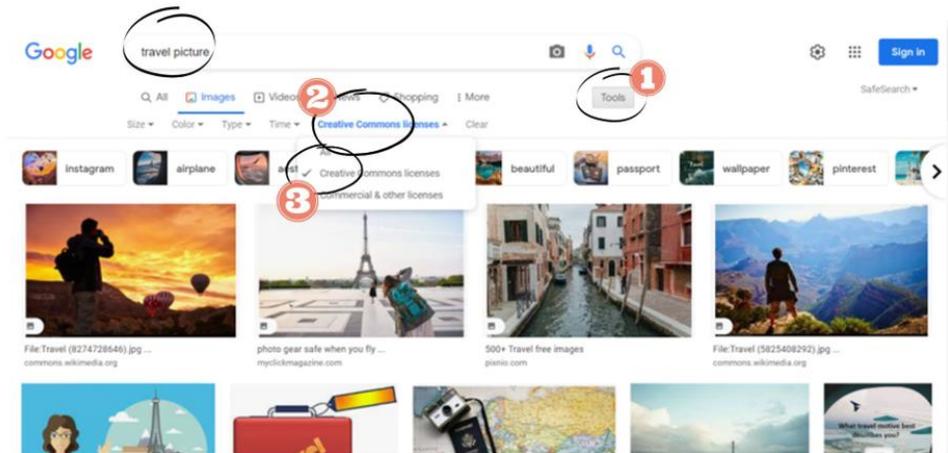


What you should do:

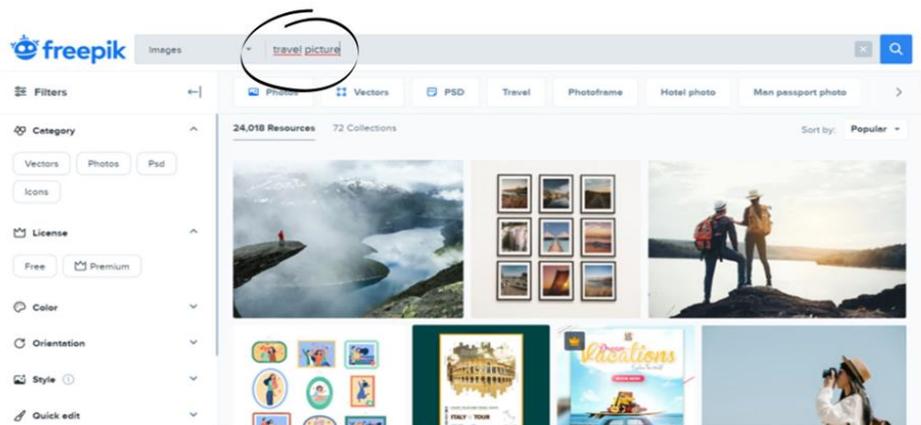
Option 1: Search by entering "Travel Picture" in the Google Images search. Once the results are open, click on:

1. Tools
2. Usage Rights
3. Creative Commons licenses

Then you can select a Creative Commons image. Remember to check which license it is and to apply what is described in Chapter 4.



Option 2: Go to one of the websites listed at the end of Chapter 4, which provide royalty-free images. For example, **Freepik**:



Now you can choose a copyright-free image to illustrate your article safely! Creativity is very important to make the reader want to read. Don't forget that on social networks, the public doesn't like to read too long texts, especially without illustrations.

Practical activity 2

Through this activity, the idea is to increase the impact of your business/company using social media. Below, you'll find how to create a social media marketing strategy in 9 steps:

1. Choose marketing objectives that are consistent with your business goals

The first step in creating an effective strategy is to set SMART (specific, measurable, achievable, relevant, time-based) objectives. The second step is to track relevant metrics. Vanity metrics such as the number of subscribers and likes are easy to track, but their value is hard to prove. On the contrary, focus on engagement, click-through and conversion rates. For example, if you're relying on LinkedIn to boost traffic to your website, measure the click-through rate. If you're using Instagram to increase brand awareness, track the number of views of your Stories. Finally, if you are advertising on Facebook, the cost per click (CPC) will help you evaluate the success of your strategy.

2. Learn everything there is to know about your audience

It is essential to know your audience and what they want to see on social networks. This way you can create content that they will like, comment on and share. And that's how to convert your followers into customers. You need to know the following information about your target customer: age, location, average income, typical job or industry, interests. Moreover, social media analytics can also reveal a lot of valuable information about who your followers are, where they are and how they interact with your brand. Geared with this information, you can refine your strategy and target your audience more accurately.



Source: Pixabay

3. Learn about your competition

Competitive analysis allows you to understand who your competitors are and what their successful (or not) initiatives are. This tool will help you to better understand the expectations of your sector, which will facilitate the definition of your objectives on social networks. It will help you identify opportunities to exploit.

For example, let's say that one of your competitors has a strong presence on Facebook, but is not using Twitter or Instagram. You should focus on the networks where your audience is neglected rather than trying to divert fans from a major player.

Also, social listening is another way to keep an eye on your competitors. Research your competitor's company name, aliases and other keywords on social networks. Find out what they share and what the community says about them.

4. Conduct an audit of your social media presence

If you are already using social networks, take stock of the initiatives you have put in place. Ask yourself the following questions:

- What is working? What is not working?
- Who is interacting with you?
- Which networks does your target audience use?
- How does your social media presence compare to that of your competitors?

Once you have gathered this information, you can start thinking about how to improve.

The second step is to identify the potential fake accounts. During your research, you may discover fake accounts that use the name of your company or product. These imposters can damage your brand image, not to mention the subscribers they take away from you. Don't hesitate to report them. Also consider having your accounts verified so that your followers can be sure they are really interacting with your brand.

5. Set up your accounts and improve your profiles

When choosing your networks, you should also define the strategy for each of them. The best thing to do is to assign a mission to each network, then summarize it in one sentence so that you don't stray from your goal.

Once you have identified the networks on which you want to focus your efforts, create your profiles or improve them to fit your strategy. Make sure you fill in all the fields in the profile. Include the keywords used to find your company. Use a consistent design (logos, images, etc.) across all networks so that your profiles are easily recognisable.

6. Find inspiration

You can find success stories on the websites of the networks, in the section dedicated to companies. Case studies sometimes provide valuable information for your social network strategy.

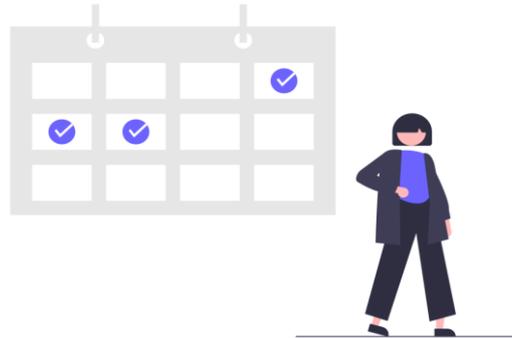
Consumers can also be a source of inspiration. What do your target customers talk about online? What can you learn from their wants and needs?

If you are already present on social networks, you can also simply ask your followers what they want from you. Just make sure that their contributions do not go unheeded.

7. Create a social media content calendar

It is essential to share quality content, of course. But it's equally important to know when to publish it for maximum impact.

Your social media content calendar should take into account the time you spend interacting with your audience (although you should also allow spontaneous engagement).



Source: Undraw.co

You can also follow the three-thirds marketing rule:

- 1) One third of your content promotes your business, converts your readers and generates profit.
- 2) One third of your content shares insights and testimonials from leaders in your industry or companies that share your culture.
- 3) One third of your content is dedicated to personal interaction with your audience.

8. Create impactful content

Ideally, produce content that is both appropriate for the network and the purpose of the network.

For example, don't waste time publishing brand awareness videos if you have chosen to focus on customer service on that channel. Similarly, there is no point in publishing sophisticated videos introducing your business on TikTok, where users expect short, unpretentious videos instead.

9. Track performance and adjust strategy accordingly

Your social media strategy is critical to your business. Don't assume that you will find the perfect solution on the first try. As you begin to implement your plan and monitor your results, you may find that some strategies don't work as well as you expected, or that others exceed your expectations. Then, do not hesitate to analyze your

performance indicators. Check the performance of all your channels at least once a week and take the time to learn the basics of social media reporting to track your growth over time. Finally, when you update your strategy, remember to inform all members of your team. This way you can all contribute to optimizing the use of your accounts.

Useful tools

- LinkedIn: <https://fr.linkedin.com>
- Facebook: <https://fr-fr.facebook.com>
- Instagram: <https://www.instagram.com>
- TikTok: <https://www.tiktok.com/>
- Twitter: <https://twitter.com/>
- YouTube: <https://www.youtube.com/>
- Google Images: <https://images.google.com/>
- Freepik: <https://fr.freepik.com/>



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