



Work Area 9 ICT SKILLS

3.20 USE SOCIAL MEDIA TO PROMOTE THE ORGANISATION AND ITS ACTIVITIES

LO83 : Demonstrate ability to use social media to promote the organization and its activities.



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Module Details

Work Area Code:	9
Work area title:	ICT SKILLS
Unit Code:	9.23.1
Unit Title:	USING SPREADSHEETS TO PRODUCE NON-ROUTINE SHEETS
Learning Outcomes Nos:	LO78
Learning Outcomes titles:	LO78 Demonstrate ability to use social media to promote the organisation and its activities.
Recommended Duration:	1,5 hours
Trainer:	



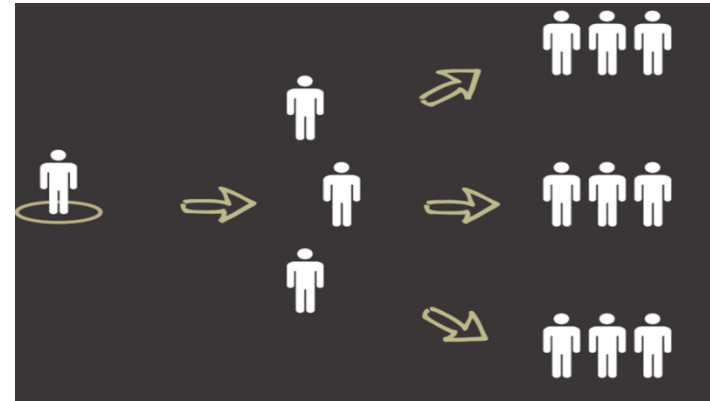
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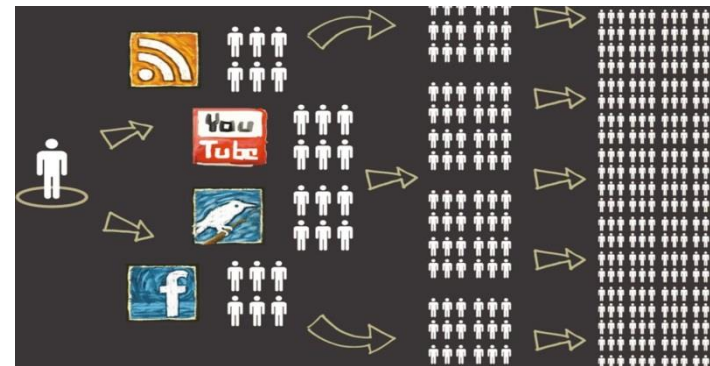


What is a social network and how it works?

Before Social Media...



After Social Media



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basic social media networks

- Facebook
- YouTube
- Instagram
- Twitter
- Pinterest
- Vimeo
-

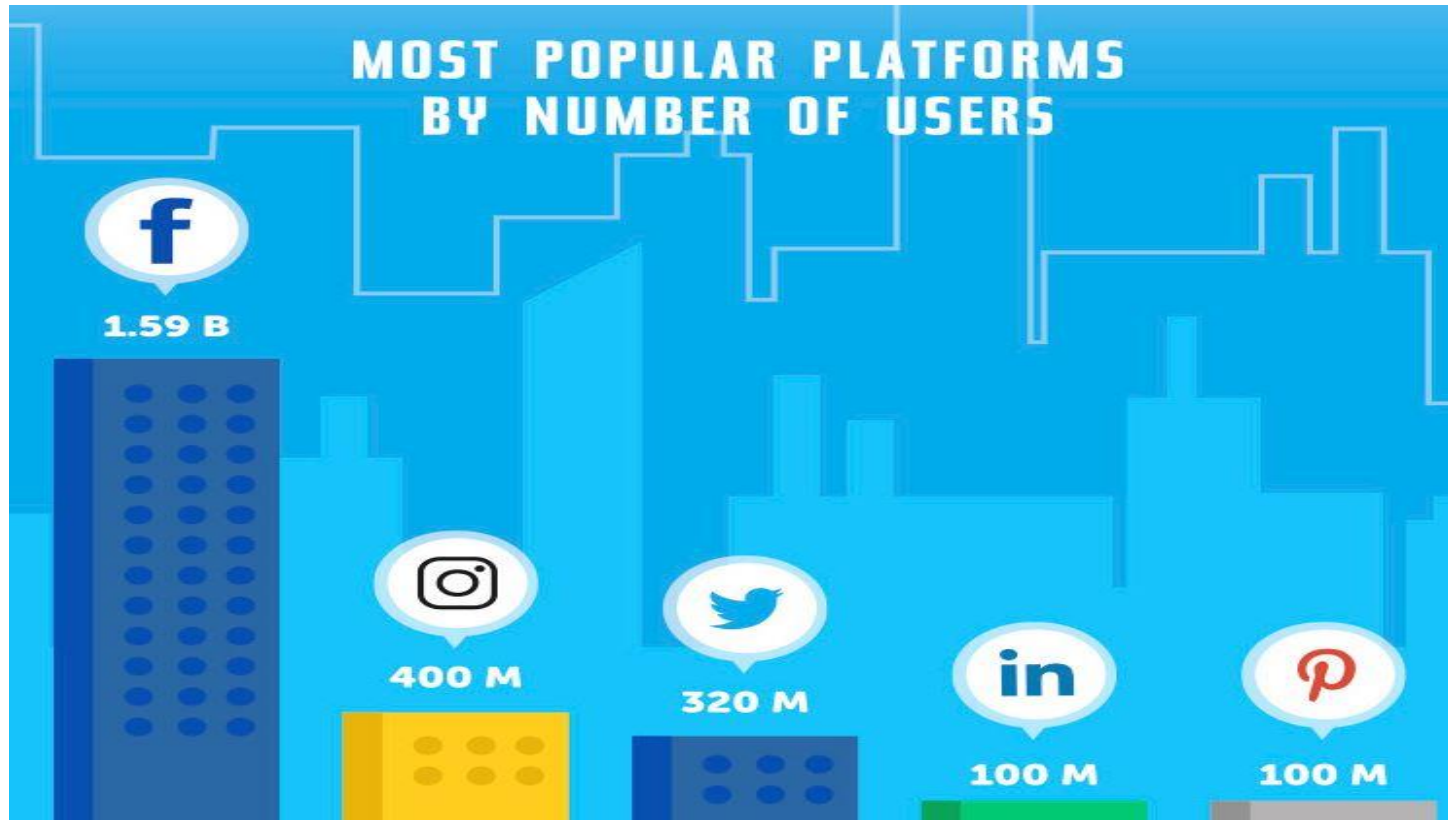


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basic social media networks



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Communication and Advertising in the Social media

- **Social media marketing** is the use of social media platforms and websites to promote a product or service.
- Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns.
- Companies address a range of stakeholders through social media marketing
- To use social media effectively, firms should learn to allow customers and Internet users to post user-generated content



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1. Determine your goals.
2. Evaluate your resources.
3. Know your audience.
4. Create content.
5. Integrate your marketing efforts.
6. Create a schedule.
7. Adopt an 80-20 rule (spend 80 percent of your time on social media activities that are not self-promotional and 20 percent on self-promotional)
8. Focus on quality, not quantity.
9. Give up control.

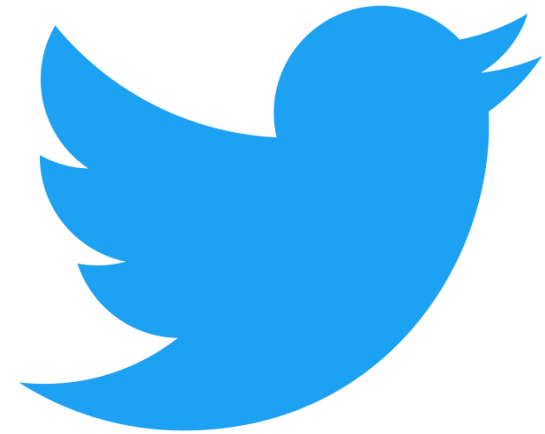


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- Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines.
- Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc.
- Twitter is also used by companies to provide customer service.



- Have content that is enticing enough for people to stop and click through.
- Make sure when you're constructing your tweets, you're making people want to click through.
- Try using quotes, statistics, or questions related to the link you're tweeting as a way to people wanting to read more.
- Incorporate photos, polls, gifs, or even short videos.
- People follow you because they like what you have to say, but often also to engage in conversation.
- Ask and respond to questions, respond to mentions and direct messages. Twitter is as useful for driving traffic as it is for customer service.



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- Facebook pages are more detailed.
- They allow a product to provide videos, photos, and longer descriptions, and reviews as other followers can comment on the product pages.
- Facebook can link back to the product's Twitter page as well as send out event reminders.
- As of May 2015, 93% of businesses marketers use Facebook to promote their brand.



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Facebook: how to use it

- Start by building your fanbase.
- Publicize your page and post a link to it anywhere you can
- Use status updates or photos to share your products, offers, services.
- Post things that get your audience to engage with your posts. Things that they will click, “like,” comment on, and share.
- Keep in mind that many use Facebook as a personal network to connect with their friends.
- Your brand needs to fit into this atmosphere naturally in order to keep people interested in what you’re posting. So don’t make it solely about selling.



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- Professional networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others.
- Members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page.



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- specifically designed for business and professionals.
- Users mainly go to LinkedIn to showcase their job experience and professional thoughts



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- Does your company have pages on social media? Which ones? Are they effective and why/why not?

Group discussion



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Methodological tool

Create the Steve's food facebook page

EUPANEXT_LO_83_M_01



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Review Questions/Activities

- Review Question 1
 - Explain the advantages of facebook over twitter
- Review Question 2
 - Define the functionality of facebook, LinkedIn and Twitter



- Social media are a powerful marketing tool
- Strategy is important
- Each platform has different functions and we should choose according to the target audience and other aspects



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Well Done!

You have completed this unit



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