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# Digital Notes

## Module 5:

# Social Media Marketing

Learn how to **create content**, **build community**,  
and increase **engagement**



Content  
Creation



Social  
Posts



Reels



Engagement



Branding



Social  
Ads



Community  
Growth



Analytics



Engagement



Reach



Content Plan



Social Posts



Reels

### SOCIAL MEDIA OVERVIEW

Followers 25.4K  
Reach 128.7K  
Engagement 8.9K

### ENGAGEMENT BREAKDOWN



### TOP POSTS



Community



Campaigns



Analytics



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# Module 5

## Social Media Marketing

### Module Overview

Social Media Marketing is the planned use of social platforms to build brand awareness, engage communities, generate leads, support customers and increase sales.

Successful social media marketing is not simply posting attractive images. It requires:

- Clear business objectives
- Audience research
- Platform selection
- Profile optimisation
- Content planning
- Consistent publishing
- Community management
- Influencer collaboration
- Performance measurement
- Continuous improvement

This module focuses on Facebook, Instagram, LinkedIn and YouTube. Each section provides practical procedures learners can apply to a real or imaginary business.

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## Learning Objectives

After completing this module, students should be able to:

- Develop a social media strategy.
- Select platforms according to audience and objectives.
- Create and optimise business profiles.
- Develop content pillars and a content calendar.
- Create platform-appropriate posts and videos.
- Use Meta Business Suite and YouTube Studio.
- Manage comments, messages and online communities.

- Develop organic engagement strategies.
- Plan an influencer-marketing campaign.
- Measure reach, engagement, traffic, leads and conversions.
- Conduct a social media audit.
- Prepare a social media campaign and performance report.



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# 1. Introduction to Social Media Marketing

## 1.1 What Is Social Media?

Social media refers to digital platforms where users create, publish, discover and interact with content and communities.

Users can:

- Publish text, images and videos
- Follow people and organisations
- Comment and reply
- Share content
- Send direct messages
- Join groups or communities
- Watch live broadcasts
- Purchase or enquire about products

## 1.2 What Is Social Media Marketing?

Social media marketing is the strategic use of social platforms to achieve marketing and communication objectives.

Common objectives include:

- Brand awareness
- Audience engagement
- Website traffic
- Lead generation
- Sales
- Customer service
- Recruitment
- Community development
- Reputation management
- Customer retention

## 1.3 Organic and Paid Social Media

### Organic social media

Organic social media includes unpaid content and interactions published through a profile or page.

Examples:

- Posts
- Reels
- Stories
- Videos
- Comments
- Live sessions
- Community replies

### Paid social media

Paid social media uses advertising expenditure to reach selected audiences.

Examples:

- Sponsored Facebook posts
- Instagram lead advertisements
- LinkedIn sponsored content
- YouTube video advertisements

| Organic social media                   | Paid social media                    |
|----------------------------------------|--------------------------------------|
| <b>Builds relationships over time</b>  | Provides faster targeted reach       |
| <b>Does not charge per normal post</b> | Requires an advertising budget       |
| <b>Reach may be limited</b>            | Audience targeting can be controlled |
| <b>Supports trust and community</b>    | Supports leads, traffic and sales    |
| <b>Requires consistent content</b>     | Requires campaign optimisation       |

Organic and paid activities should support each other.



## 1.4 Role in the Marketing Funnel

### Awareness

- Educational posts
- Reels
- Short videos
- Infographics
- Influencer content

### Consideration

- Tutorials
- Comparisons
- Live sessions
- Case studies
- Testimonials

### Conversion

- Product demonstrations
- Offers
- Lead forms
- Consultations
- Retargeting campaigns

### Retention

- Customer tips
- Product updates
- Support content
- Communities
- Loyalty offers

### Advocacy

- Review requests
- Referral campaigns
- Customer spotlights
- User-generated content

## 2. Social Media Strategy

A social media strategy explains how platforms and content will help achieve business objectives.

### 2.1 Strategy Components

A practical strategy should contain:

1. Business overview
2. Marketing objectives
3. Target audience
4. Competitor analysis
5. Social media audit
6. Platform selection
7. Content pillars
8. Brand voice
9. Content formats
10. Publishing schedule
11. Community-management plan
12. Influencer strategy
13. Paid-support plan
14. KPIs
15. Reporting process

### 2.2 Understand the Business

Before planning content, record:

- Products and services
- Target locations
- Business model
- Price range
- Customer problems
- Unique selling proposition
- Sales process
- Main conversions
- Available resources

#### Example

A digital marketing institute may define its primary conversion as:

A student books a free career-counselling session.

Its social content should therefore do more than generate followers. It should guide suitable students toward counselling.

## 2.3 Set SMART Objectives

A SMART objective is:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

Weak objective:

Increase Instagram engagement.

SMART objective:

Increase average Instagram engagement rate from 3% to 4.5% during the next three months by publishing three educational Reels and two carousel posts each week.

## 2.4 Match Objectives with Metrics

| Objective         | Suitable metrics                                         |
|-------------------|----------------------------------------------------------|
| <b>Awareness</b>  | Reach, impressions, video views and follower growth      |
| <b>Engagement</b> | Comments, shares, saves, replies and engagement rate     |
| <b>Traffic</b>    | Link clicks, sessions and click-through rate             |
| <b>Leads</b>      | Enquiries, registrations and cost per lead               |
| <b>Sales</b>      | Purchases, revenue and conversion rate                   |
| <b>Service</b>    | Response time, resolution rate and customer satisfaction |
| <b>Community</b>  | Active members, repeat contributors and discussions      |

# 3. Audience Research

## 3.1 Information to Collect

### Demographic

- Age
- Location
- Language
- Education
- Occupation
- Income range

### Psychographic

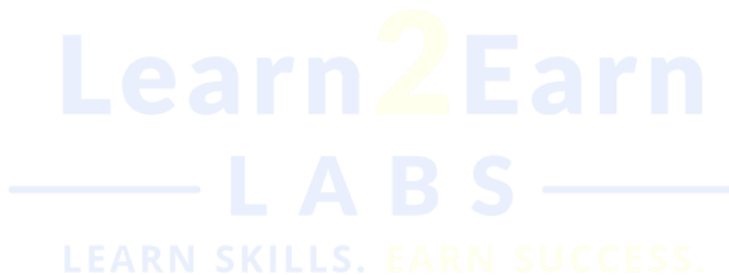
- Interests
- Goals
- Values
- Lifestyle
- Motivations
- Attitudes

### Behavioural

- Platforms used
- Active times
- Preferred formats
- Content engagement
- Purchase behaviour
- Device usage

### Problems and objections

- Pain points
- Questions
- Purchase barriers
- Trust concerns
- Price concerns
- Desired outcomes



## 3.2 Practical Audience-Research Methods

### Method 1: Customer interviews

Interview five to ten customers or potential customers.

Ask:

1. What problem were you trying to solve?
2. Where did you search for information?
3. Which social platforms do you use most?
4. Which creators or brands do you follow?
5. Which content formats do you prefer?
6. What made you trust or reject a brand?
7. What information did you need before buying?

### Method 2: Comment analysis

1. Select ten relevant competitor profiles.
2. Open their high-engagement posts.
3. Read the comments.
4. Record repeated questions.
5. Record positive and negative reactions.
6. Identify the audience's vocabulary.
7. Turn repeated questions into content topics.

### Method 3: Platform search

Search important terms on each platform.

Record:

- Suggested searches
- Popular formats
- Frequently repeated topics
- Content gaps
- Common hooks
- Audience comments

### Method 4: Existing analytics

Study:

- Audience locations
- Age groups
- Active times
- Top-performing content
- Follower and non-follower reach
- Profile actions
- Website clicks

## 3.3 Social Media Persona

**Persona:** Career Starter Rahul

**Age:** 21–25

**Education:** Graduate

**Goal:** Find a practical digital marketing course

**Problems:** Limited experience and unclear career path

**Platforms:** Instagram, YouTube and LinkedIn

**Preferred content:** Tutorials, career advice, project demonstrations and student stories

**Objections:** Fees, placement support and course quality

**Likely conversion:** Free demonstration class or counselling call

## 4. Social Media Audit

A social media audit evaluates the current condition and performance of profiles.

### 4.1 Create an Account Inventory

**Record:**

| Platform  | Profile URL | Owner                | Login protected? | Followers | Status       |
|-----------|-------------|----------------------|------------------|-----------|--------------|
| Facebook  | URL         | Marketing team       | Yes              | 4,500     | Active       |
| Instagram | URL         | Social media manager | Yes              | 8,200     | Active       |
| LinkedIn  | URL         | HR manager           | Yes              | 2,100     | Inconsistent |
| YouTube   | URL         | Video team           | Yes              | 1,600     | Active       |

*\*Do not place passwords in the audit sheet.*



## 4.2 Profile Audit Checklist

Check:

- Correct profile name
- Username or handle
- Profile image
- Cover or banner
- Biography
- Category
- Contact information
- Website link
- Call-to-action button
- Business hours
- Brand consistency
- Verification status, where relevant
- Administrator access
- Two-factor authentication

## 4.3 Content Audit

Review the previous 30–90 days.

Record:

- Publication date
- Content pillar
- Format
- Topic
- Reach
- Views
- Likes
- Comments
- Shares
- Saves
- Clicks
- Leads

Classify each post as:

- High-performing
- Average
- Low-performing

- Repurpose
- Update
- Discontinue

## 4.4 Competitor Audit

Analyse three to five competitors.

Check:

- Platforms used
- Profile positioning
- Posting frequency
- Content pillars
- Formats
- Engagement
- Response style
- Influencer partnerships
- Offers
- Calls to action
- Content gaps

Competitor research should identify opportunities—not encourage copying.

---

## 5. Platform Selection

A business does not need to be active on every platform.

Select platforms according to:

- Target audience
- Business objective
- Content capability
- Product type
- Team resources
- Available budget
- Measurement requirements

## 5.1 Platform Suitability

| Platform  | Common strengths                                                               |
|-----------|--------------------------------------------------------------------------------|
| Facebook  | Local communities, broad audiences, events and customer communication          |
| Instagram | Visual content, Reels, creators, lifestyle brands and product discovery        |
| LinkedIn  | B2B marketing, professional branding, recruitment and thought leadership       |
| YouTube   | Tutorials, demonstrations, education, searchable video and long-term discovery |

## 5.2 Platform Selection Score

Rate each platform from 1 to 5:

- Audience presence
- Objective fit
- Content suitability
- Team capability
- Conversion potential

Platform Score =  
Audience + Objective + Content + Capability + Conversion

Prioritise platforms with the strongest score and realistic execution capability.

---

# 6. Brand Voice and Visual Identity

## 6.1 Brand Voice

Brand voice is the consistent personality expressed through content.

Possible characteristics:

- Professional
- Friendly
- Educational
- Supportive

- Confident
- Energetic
- Innovative

## 6.2 Tone

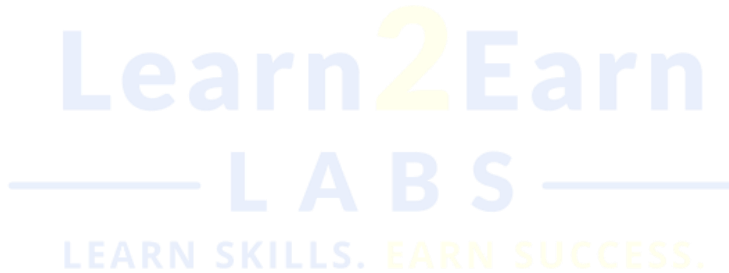
Tone changes according to the situation.

- Educational post: Clear and helpful
- Customer complaint: Calm and respectful
- Festival post: Warm and celebratory
- Limited-time offer: Urgent but truthful
- Professional announcement: Formal and direct

## 6.3 Visual Guidelines

Create a simple guide containing:

- Logo versions
- Brand colours
- Fonts
- Image style
- Icon style
- Video captions
- Thumbnail style
- Spacing rules
- Incorrect usage examples



Consistency helps users recognise the brand.

---

# 7. Content Pillars

A content pillar is a broad topic that a brand discusses consistently.

## 7.1 Example Pillars for a Training Institute

### Education

- Tutorials
- Definitions

- Tool demonstrations
- Checklists

## **Career Development**

- Job roles
- Interview tips
- Portfolio advice
- Salary-related education

## **Proof and Trust**

- Student projects
- Testimonials
- Placement stories
- Trainer expertise

## **Community**

- Polls
- Questions
- Challenges
- Event photographs

## **Promotion**

- Course details
- Demonstration classes
- Admissions
- Offers

## **7.2 Recommended Content Balance**

A sample monthly balance could be:

- 40% educational
- 20% trust-building
- 15% community
- 15% inspirational or entertaining
- 10% promotional

This is a planning example, not a universal rule. Adjust it according to objectives and performance.

# 8. Content Formats

## 8.1 Text Posts

Suitable for:

- Opinions
- Professional insights
- Questions
- Short lessons
- Announcements

## 8.2 Single Images

Suitable for:

- Quotes
- Announcements
- Data points
- Event promotions
- Product highlights

## 8.3 Carousel Posts

A carousel contains several connected slides.

Suggested structure:

1. Strong cover
2. Problem
3. Explanation
4. Step or tip
5. Additional steps
6. Example
7. Summary
8. CTA

## 8.4 Short-Form Video

Suitable for:

- Quick tips
- Demonstrations
- Before-and-after examples
- Myths
- Frequently asked questions
- Behind-the-scenes content

## 8.5 Long-Form Video

Suitable for:

- Detailed tutorials
- Interviews
- Webinars
- Case studies
- Product demonstrations

## 8.6 Stories

Suitable for:

- Time-sensitive updates
- Polls
- Questions
- Event coverage
- Behind-the-scenes moments
- Reminders

## 8.7 Live Content

Suitable for:

- Q&A sessions
- Interviews
- Product demonstrations
- Workshops
- Announcements

## 8.8 User-Generated Content

UGC includes:

- Customer reviews
- Student projects
- Product photographs
- Unboxing videos
- Social mentions
- Community submissions

Obtain appropriate permission before republishing.

---

## 9. Writing Social Media Content

### 9.1 Post Structure

A practical post may contain:

1. Hook
2. Main message
3. Supporting explanation
4. Example or evidence
5. Call to action

### 9.2 Hooks

A hook gives the audience a reason to continue.

Examples:

- “Most beginners make this SEO mistake.”
- “Here is how to plan one month of content in 30 minutes.”
- “Before running an advertisement, check these five things.”
- “Your resume may not be the real reason you are not getting interviews.”

Hooks should attract attention without misleading the audience.

### 9.3 Caption Framework: AIDA

- **Attention:** Capture interest.
- **Interest:** Explain the situation.
- **Desire:** Show the benefit.
- **Action:** Give the next step.



## Example

**Attention:** Posting regularly but receiving no enquiries?

**Interest:** Frequency alone cannot solve unclear positioning and weak calls to action.

**Desire:** A structured content funnel can move viewers from awareness to consideration.

**Action:** Download our free content-planning checklist.

## 9.4 Caption Framework: PAS

- Problem
- Agitate
- Solution

Use agitation ethically. Explain a real consequence without manufacturing fear.

## 9.5 Calls to Action

Examples:

- Save this checklist.
- Share it with a classmate.
- Comment with your question.
- Download the template.
- Watch the complete tutorial.
- Register for the webinar.
- Book a counselling session.

Use one primary CTA when possible.

---

# 10. Practical Short-Video Creation

## 10.1 Plan the Video

Complete a video brief:

- Objective
- Audience

- Topic
- Hook
- Key message
- Visual style
- Duration
- CTA
- Platform
- Success metric

## 10.2 Basic Script

### Opening hook

First sentence or visual that introduces the benefit or problem.

### Main value

Explain one clear idea. Avoid placing an entire course into one short video.

### Evidence or demonstration

Show an example, screen recording, result or practical step.

### CTA

Tell viewers what to do next.

## 10.3 Example Script

**Hook:** “Do not select a keyword only because it has high search volume.”

**Value:** “Check whether the ranking pages match the type of content you can create. Then evaluate intent, relevance and difficulty.”

**Demonstration:** Show a search-results page and a keyword sheet.

**CTA:** “Save this video and use the four-point keyword checklist.”

## 10.4 Recording Checklist

- Clean camera lens
- Sufficient lighting

- Clear audio
- Stable framing
- Uncluttered background
- Correct vertical or horizontal orientation
- Short pauses between sections
- Safe space for captions
- Brand consistency

## 10.5 Editing Checklist

- Remove unnecessary pauses
- Add readable captions
- Emphasise key terms
- Use relevant supporting visuals
- Balance music with speech
- Check spelling
- Add brand elements carefully
- Add final CTA
- Export and review before publishing

---

# 11. Facebook Marketing

## 11.1 Facebook Page Setup

A business should use an official Page instead of representing the organisation through a personal profile.

### Practical setup

1. Sign in through an authorised personal account.
2. Create or claim the business Page.
3. Enter the correct Page name.
4. Select an accurate category.
5. Add a profile image.
6. Add a cover image.
7. Complete the description.
8. Add phone, email, website and location.
9. Add business hours.
10. Configure the CTA button.
11. Assign Page access according to roles.

12. Enable account security.
13. Test all links and contact actions.

## 11.2 Facebook Content Ideas

- Educational posts
- Short videos
- Event announcements
- Customer stories
- Local content
- Live Q&A
- Offers
- Community questions
- Blog links
- Behind-the-scenes posts

## 11.3 Facebook Groups

A Facebook Group may support:

- Student communities
- Customer support
- Professional discussion
- Product education
- Event communities

### Group setup

1. Define the group purpose.
2. Choose a clear name.
3. Write rules.
4. Decide public or private visibility.
5. Create membership questions.
6. Assign moderators.
7. Prepare a welcome post.
8. Schedule recurring discussion topics.
9. Remove spam consistently.
10. Review community health.

## 11.4 Meta Business Suite

Meta Business Suite can be used to create, schedule and manage Page content. Facebook's current scheduling workflow starts from the Page, opens

Meta Business Suite, creates the post, enables scheduling options and selects a time. Its Planner is used to manage scheduled posts. [Facebook scheduling instructions](#)

## **Practical scheduling workflow**

1. Switch to the required Page.
2. Open Meta Business Suite.
3. Open Planner or Create Post.
4. Select Facebook, Instagram or both where connected.
5. Add the copy and media.
6. Preview the post.
7. Check links and CTA.
8. Select date and time.
9. Schedule it.
10. Open Planner to confirm it appears.
11. Monitor after publication.

Do not assume one identical post will work equally well on both Facebook and Instagram. Adapt the caption and format where necessary.

## **11.5 Connect Facebook and Instagram**

Connecting an Instagram professional account with a Facebook Page can provide shared publishing, advertising and message-management tools. Available features may vary by account and region. [Meta's account-connection guidance](#)

### **Connection checklist**

- Correct Facebook Page
  - Correct Instagram account
  - Appropriate administrator access
  - Business information aligned
  - Shared inbox tested
  - Cross-posting preferences reviewed
  - Two-factor authentication enabled
-

# 12. Instagram Marketing

## 12.1 Account Types

Instagram professional accounts may be configured for a business or creator.

Professional accounts can access tools such as:

- Insights
- Professional dashboard
- Contact options
- Advertising tools
- Business or creator features

Instagram Insights are available for business and creator accounts. [Instagram Insights documentation](#)

## 12.2 Profile Optimisation

### Username

It should be recognisable and easy to type.

### Name field

Use the brand or professional name clearly.

### Profile image

Use a recognisable logo or professional photograph.

### Biography

A practical bio should answer:

- Who are you?
- Who do you help?
- What value do you provide?
- What should the visitor do next?

## Example bio

Practical digital marketing training for students and graduates  
Live projects | AI tools | Career support  
Book a free counselling session ↓

## Link

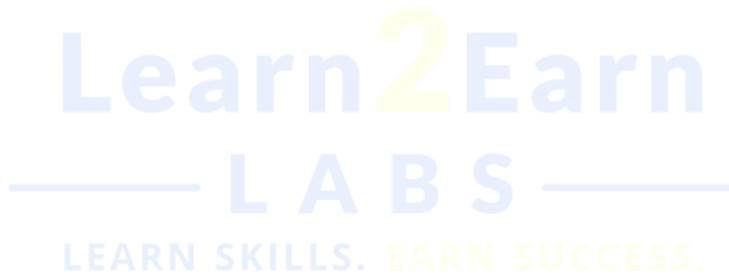
Send visitors to:

- Website
- Landing page
- Course page
- Booking page
- Link hub, if genuinely needed

## Story Highlights

Possible highlights:

- Courses
- Results
- Projects
- Reviews
- FAQs
- Events
- Contact



Use consistent highlight covers and remove outdated information.

## 12.3 Instagram Content Formats

### Reels

Useful for discovery, education, demonstrations and entertaining short videos.

### Carousels

Useful for step-by-step lessons, lists, case studies and frameworks.

## Stories

Useful for reminders, polls, questions, behind-the-scenes content and temporary updates.

## Live video

Useful for interviews, Q&A and demonstrations.

## Static posts

Useful for important visuals, announcements and brand statements.

## 12.4 Practical Reel Workflow

1. Select one audience problem.
2. Write a short hook.
3. Define one main lesson.
4. Prepare three to five points.
5. Record in vertical format.
6. Add captions.
7. Use a clear cover.
8. Write a supporting caption.
9. Add a relevant CTA.
10. Publish or schedule.
11. Respond to early comments.
12. Review retention, reach, shares and saves.

## 12.5 Practical Carousel Workflow

1. Choose a useful topic.
2. Write a benefit-driven cover.
3. Use one main idea per slide.
4. Maintain readable text.
5. Add examples.
6. Use brand colours consistently.
7. Add a summary slide.
8. Add a final CTA.
9. Proofread every slide.
10. Publish and review saves, shares and profile actions.



## 12.6 Hashtag and Search Optimisation

Hashtags and descriptive text can help categorise content, but they cannot compensate for weak content.

Practical process:

1. Identify the topic.
2. List broad and specific phrases.
3. Study terms used by the audience.
4. Add only relevant hashtags.
5. Use natural topic language in captions.
6. Add a relevant location when appropriate.
7. Write meaningful alternative text where available and useful.
8. Avoid unrelated trending hashtags.

## 12.7 Instagram Insights

Instagram's Insights overview may include views, interactions, total followers and content-specific performance. Audience and metric availability can depend on account activity and feature rollout. [Instagram Insights](#)

### Practical analysis

1. Open the profile.
2. Open Professional Dashboard or Insights.
3. Select the reporting period.
4. Record:
  - Views
  - Accounts reached
  - Interactions
  - Accounts engaged
  - Follower growth
5. Open Content You Shared.
6. Filter by format.
7. Sort by reach, interactions, shares or saves.
8. identify the top five posts.
9. Record their topics, hooks, formats and CTAs.
10. identify the bottom five.
11. Develop three improvement tests.

The professional dashboard is available through the Instagram mobile app for professional accounts. [Instagram Professional Dashboard](#)

---

## 13. LinkedIn Marketing

LinkedIn is particularly useful for:

- B2B marketing
- Professional branding
- Recruitment
- Employer branding
- Industry education
- Business networking
- Lead generation

### 13.1 Personal Profile vs Company Page

#### Personal profile

Represents an individual professional.

#### Company Page

Represents an organisation.

A strong LinkedIn strategy may use both:

- Company Page for official communication
- Employees and leaders for expert insights and human stories

### 13.2 Create a LinkedIn Page

Current desktop setup generally involves opening **For Business**, selecting **Create a Company Page**, choosing the Page type and entering company details. The creator must confirm authority to act for the organisation. [LinkedIn Page creation guide](#)

#### Practical setup checklist

1. Use an established personal profile.

2. Select the appropriate Page type.
3. Enter the official company name.
4. Choose a public URL.
5. Add website, industry, size and company type.
6. Upload logo and cover image.
7. Add a clear tagline.
8. Write a detailed overview.
9. Add location and contact information.
10. Configure CTA features where available.
11. Assign suitable admins.
12. Review the Page as a visitor.

## 13.3 Company Page Content Ideas

- Industry insights
- Case studies
- Research
- Employee stories
- Company culture
- Job opportunities
- Event announcements
- Educational documents
- Product updates
- Customer results

## 13.4 LinkedIn Personal Branding

### Profile checklist

- Professional photograph
- Clear headline
- Relevant banner
- Value-focused About section
- Current experience
- Skills
- Projects
- Featured work
- Contact information
- Custom profile URL where available

## Weak headline

Digital Marketer

## Stronger headline

SEO and Content Marketing Specialist | Helping Local Businesses Increase Organic Leads

## 13.5 LinkedIn Post Structure

A useful LinkedIn post may include:

1. Strong first line
2. Context
3. Lesson
4. Example
5. Practical takeaway
6. Question or CTA

Use short paragraphs for readability.

## 13.6 Document or Carousel Content

A LinkedIn document can present:

- Frameworks
- Reports
- Checklists
- Case studies
- Step-by-step lessons

Use a clear cover, readable slides, logical progression and a final action.

## 13.7 Scheduling

LinkedIn Page admins can schedule eligible posts. Current LinkedIn documentation notes that scheduling options and limitations depend on the post type. [LinkedIn Page scheduling](#)

### Practical procedure

1. Open the Company Page as an admin.

2. Start a post.
3. Add content and media.
4. Select the scheduling option.
5. Choose the date and time.
6. Confirm the schedule.
7. Open scheduled content to verify it.
8. Review after publication.

## 13.8 LinkedIn Engagement Routine

Spend 20–30 minutes on relevant activity:

1. Respond to comments on your posts.
2. Comment thoughtfully on industry posts.
3. Answer questions.
4. Engage with employees and partners.
5. Save content ideas.
6. Send connection requests only when relevant.
7. Avoid automated or generic comments.

---

## 14. YouTube Marketing

YouTube combines social interaction with video search and long-term content discovery.

It is suitable for:

- Tutorials
- Product demonstrations
- Course lessons
- Interviews
- Case studies
- Webinars
- Reviews
- Short videos

## 14.1 Create a Channel

Creating a public YouTube presence requires a channel. A business can create a channel using a business or other name and assign management appropriately. [YouTube channel creation](#)

### Practical setup

1. Sign in with an authorised Google account.
2. Create a channel.
3. Select the name and handle.
4. Upload a profile image.
5. Add channel banner.
6. Write a clear description.
7. Add website and social links.
8. Add business contact details.
9. Configure channel permissions.
10. Enable two-step verification.
11. Create initial playlists.
12. Publish a channel introduction video if useful.

## 14.2 Channel Positioning

The channel description should explain:

- Audience
- Main topics
- Value provided
- Publishing expectation
- Business or creator identity
- Relevant next step

### Example

Practical digital marketing tutorials for students, graduates and small-business owners. Learn SEO, social media, paid advertising, analytics and AI-powered workflows through demonstrations and projects.

## 14.3 YouTube Studio

YouTube Studio provides access to content, analytics, comments and channel management. [YouTube Studio dashboard](#)

Current Studio areas include:

- Dashboard
- Content
- Analytics
- Community or comments
- Customisation
- Audio or other creator resources, where available

## 14.4 Video Topic Research

Use:

- YouTube autocomplete
- Audience comments
- Competitor videos
- Search-engine questions
- Existing analytics
- Customer-support questions
- Community polls

### Practical process

1. Enter a seed topic in YouTube search.
2. Record autocomplete suggestions.
3. Search each relevant phrase.
4. Examine top video titles and thumbnails.
5. Record video length and format.
6. Read recent comments.
7. Identify unanswered questions.
8. Create a differentiated topic and angle.

## 14.5 Video Planning

Prepare:

- Target viewer
- Search or audience need
- Objective
- Working title
- Thumbnail concept
- Hook
- Main sections

- Examples
- CTA
- Supporting resources

## 14.6 Video Script Structure

1. **Hook:** What will the viewer gain?
2. **Preview:** What will the video cover?
3. **Main lesson:** Explain step by step.
4. **Demonstration:** Show the process.
5. **Summary:** Repeat key points.
6. **CTA:** Provide the next action.

Avoid long introductions that delay the promised value.

## 14.7 Video Publishing Checklist

- Accurate title
- Useful description
- Relevant thumbnail
- Correct audience settings
- Playlist
- Captions
- Chapters for suitable long videos
- Relevant links
- End screen
- Cards where useful
- Copyright check
- Final privacy setting
- Scheduled or published time

## 14.8 Title Writing

A YouTube title should:

- Explain the topic
- Communicate a benefit
- Match the video
- Use relevant search language naturally
- Avoid misleading clickbait



Example:

Keyword Research Tutorial for Beginners: Complete Practical Process

## 14.9 Thumbnail Design

A thumbnail should:

- Communicate one idea
- Be readable at a small size
- Use strong contrast
- Avoid excessive text
- Match the title
- Use consistent branding
- Avoid misleading imagery

## 14.10 YouTube Analytics

In YouTube Studio, use Analytics to monitor channel and video performance.

[YouTube Studio navigation](#)

Important metrics may include:

- Views
- Watch time
- Subscribers
- Impressions
- Impression click-through rate
- Average view duration
- Audience retention
- Traffic sources
- Returning viewers
- Top videos

### Practical video analysis

1. Open YouTube Studio.
2. Select Content.
3. Open a video.
4. Open Analytics.
5. Record impressions and CTR.
6. Check average view duration.
7. Open audience retention.

8. Identify major drop-off points.
9. Examine traffic sources.
10. Review comments.
11. Decide whether to improve:

- Title
- Thumbnail
- Opening
- Pacing
- Structure
- CTA

12. Record the learning for the next video.

---

## 15. Content Calendar Creation

A content calendar converts strategy into daily or weekly actions.

### 15.1 Recommended Columns

| Field                 | Purpose                                  |
|-----------------------|------------------------------------------|
| <b>Date</b>           | Planned publication date                 |
| <b>Platform</b>       | Facebook, Instagram, LinkedIn or YouTube |
| <b>Content pillar</b> | Main topic group                         |
| <b>Format</b>         | Reel, carousel, video, story or text     |
| <b>Topic</b>          | Specific content subject                 |
| <b>Objective</b>      | Awareness, engagement, traffic or lead   |
| <b>Audience</b>       | Intended segment                         |
| <b>Hook</b>           | Opening message                          |
| <b>CTA</b>            | Desired next action                      |
| <b>Owner</b>          | Responsible person                       |
| <b>Status</b>         | Current production stage                 |
| <b>Asset link</b>     | Location of media or copy                |
| <b>Result</b>         | Performance after publication            |

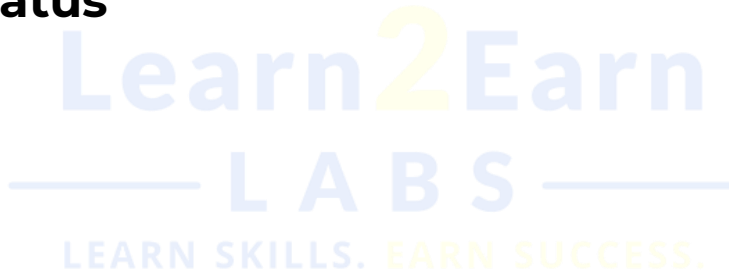
## 15.2 Sample Weekly Calendar

| Day              | Platform              | Format      | Topic              | Objective  | CTA                  |
|------------------|-----------------------|-------------|--------------------|------------|----------------------|
| <b>Monday</b>    | Instagram             | Carousel    | Five SEO mistakes  | Saves      | Save checklist       |
| <b>Tuesday</b>   | LinkedIn              | Text post   | Career lesson      | Engagement | Share experience     |
| <b>Wednesday</b> | YouTube               | Tutorial    | Keyword research   | Education  | Download sheet       |
| <b>Thursday</b>  | Facebook              | Video       | Student project    | Trust      | Book counselling     |
| <b>Friday</b>    | Instagram             | Reel        | Marketing tool tip | Reach      | Follow for tutorials |
| <b>Saturday</b>  | Stories               | Poll        | Learning challenge | Research   | Vote                 |
| <b>Sunday</b>    | All suitable channels | Testimonial | Student result     | Conversion | Register             |

## 15.3 Production Status

Use:

- Idea
- Approved
- Scripted
- Designing
- Recording
- Editing
- Reviewing
- Scheduled
- Published
- Repurposing



## 16. Content Production Workflow

1. Collect ideas.
2. Match ideas with pillars.
3. Set objective and audience.
4. Create a brief.
5. Write script or caption.
6. Design or record.

7. Edit.
8. Fact-check.
9. Proofread.
10. Obtain approval.
11. Schedule.
12. Publish.
13. Respond to engagement.
14. Record performance.
15. Repurpose or improve.

## 16.1 Approval Checklist

Before publishing, confirm:

- Information is accurate.
- Spelling is correct.
- Visuals match the brand.
- CTA works.
- Links work.
- Customer permission exists.
- Music and images are licensed.
- Claims are supportable.
- Sensitive information is absent.
- Platform policies are followed.

---

## 17. Community Management

Community management is the process of monitoring, responding to and developing relationships with audiences.

### 17.1 Daily Routine

1. Check notifications.
2. Respond to genuine comments.
3. Answer direct messages.
4. Hide or remove spam according to policy.
5. Escalate complaints.
6. Record repeated questions.
7. Engage with relevant community content.
8. Report urgent reputation problems.

## 17.2 Response Categories

### Positive comment

Thank the user and continue the conversation.

Thank you, Priya. Which part of the project helped you most?

### Question

Answer clearly and provide the correct resource.

The next batch begins on 10 August. You can view the complete schedule here: [link].

### Complaint

Acknowledge, clarify and move private details to a secure channel.

We're sorry you experienced this. Please send your registration number through direct message so our support team can investigate.

### Misinformation

Correct politely using evidence.

To clarify, the programme includes six months of training followed by the internship period. The detailed schedule is available here.

### Spam or abuse

Follow the organisation's moderation policy. Remove content only for a defined reason, not merely because it is critical.

## 17.3 Response-Time Standards

Define internal targets, for example:

- General comment: Within 12 working hours
- Direct enquiry: Within 4 working hours
- Complaint: Initial acknowledgement within 1 hour
- Serious threat or legal issue: Immediate escalation

These are sample standards and should match team capacity.

## 17.4 Escalation Matrix

| Issue                    | First responder   | Escalate to              | Maximum initial response |
|--------------------------|-------------------|--------------------------|--------------------------|
| <b>Course enquiry</b>    | Community manager | Counsellor               | 4 hours                  |
| <b>Payment complaint</b> | Community manager | Accounts/support         | 1 hour                   |
| <b>Technical problem</b> | Support team      | Technical lead           | 2 hours                  |
| <b>Legal threat</b>      | No public debate  | Management/legal adviser | Immediate                |
| <b>Safety issue</b>      | Community manager | Senior management        | Immediate                |

## 17.5 Social Listening

Track:

- Brand name
- Product names
- Leadership names
- Campaign hashtags
- Common misspellings
- Competitors
- Industry topics
- Customer complaints

Record sentiment and repeated themes.

---

# 18. Engagement Strategies

## 18.1 Create Useful Content

Content receives meaningful engagement when it helps the audience:

- Solve a problem

- Learn a skill
- Make a decision
- Express an opinion
- Participate in a community
- Feel understood

## 18.2 Ask Specific Questions

Weak:

What do you think?

Stronger:

Which part of keyword research is most difficult: finding ideas, checking intent or selecting priorities?

## 18.3 Use Saveable Content

Examples:

- Checklists
- Templates
- Frameworks
- Step-by-step carousels
- Tool lists
- Comparison tables

## 18.4 Encourage Conversation

- Reply with meaningful follow-up questions.
- Feature audience questions.
- Conduct polls.
- Host live sessions.
- Create challenges.
- Invite customer stories.
- Recognise helpful community members.

## 18.5 Repurpose High-Performing Content

A successful tutorial can become:

- Reel
- Carousel
- YouTube video
- LinkedIn post
- Story quiz
- Email
- Blog article

Adapt it to each platform rather than copying it unchanged.

## 18.6 Avoid Artificial Engagement

Do not use:

- Purchased followers
- Fake comments
- Engagement bots
- Misleading giveaways
- Repeated engagement groups
- Irrelevant tagging
- Spam comments

These practices reduce data quality and damage credibility.

---

## 19. Influencer Marketing

Influencer marketing involves collaborating with creators or subject experts who can influence a relevant audience.

### 19.1 Influencer Categories

Influencers may be classified by:

- Audience size
- Subject expertise
- Geographic relevance
- Content format
- Community relationship



A smaller, highly relevant creator may produce better business results than a large but unrelated account.

## 19.2 Campaign Objectives

Possible objectives:

- Awareness
- Product education
- Event registration
- App installation
- Leads
- Sales
- Content creation
- Trust building

## 19.3 Practical Influencer-Selection Process

1. Define the target audience.
2. Define the campaign objective.
3. Search relevant topics and hashtags.
4. Create a list of creators.
5. Review at least 20 recent posts.
6. Check audience relevance.
7. Examine comment quality.
8. Look for suspicious follower patterns.
9. Review previous sponsorships.
10. Check content quality and brand safety.
11. Request audience insights where appropriate.
12. Shortlist candidates.
13. Contact them professionally.
14. Agree on deliverables and measurement.

## 19.4 Engagement Rate Calculation

A basic calculation is:

$$\text{Engagement Rate} = \frac{\text{Total Relevant Engagements}}{\text{Followers}} \times 100$$

If a creator has 50,000 followers and a post receives 2,500 interactions:

$$\text{Engagement Rate} = 2,500 \div 50,000 \times 100 = 5\%$$

Follower-based engagement does not show everything. Also examine:

- Reach
- Views
- Saves
- Shares
- Comment quality
- Audience location
- Link clicks
- Conversions

## 19.5 Influencer Brief

Include:

- Brand background
- Campaign objective
- Target audience
- Main message
- Deliverables
- Platform and format
- Publication date
- Mandatory information
- Prohibited claims
- Creative freedom
- CTA
- Tracking link or code
- Disclosure requirement
- Approval process
- Usage rights
- Reporting requirements
- Payment terms

## 19.6 Influencer Outreach Example

Subject: Collaboration for a practical digital marketing campaign

Hello [Creator Name],

We appreciate your content about [specific topic], particularly your recent post about [example]. We are planning a campaign for students interested in practical digital marketing skills.

We would like to discuss a collaboration involving [deliverables]. If this is relevant to your audience, please share your media kit, audience insights and commercial terms.

Regards,  
[Name and organisation]

## 19.7 Tracking Influencer Performance

Use:

- Unique tracking links
- Campaign parameters
- Discount codes
- Landing pages
- Lead-form source fields
- Platform analytics
- Influencer screenshots or reports

## 19.8 Disclosure

Sponsored or compensated relationships should be disclosed clearly according to applicable laws and platform rules. Disclosures should not be hidden among unrelated hashtags.

---

# 20. Social Media Analytics

## 20.1 Awareness Metrics

- Reach
- Impressions
- Video views
- Follower growth
- Non-follower reach

## 20.2 Engagement Metrics

- Likes
- Comments

- Shares
- Saves
- Replies
- Profile visits
- Accounts engaged

## 20.3 Traffic Metrics

- Link clicks
- Landing-page sessions
- Click-through rate
- Traffic source
- Engaged sessions

## 20.4 Conversion Metrics

- Enquiries
- Registrations
- Downloads
- Purchases
- Conversion rate
- Cost per lead
- Revenue

## 20.5 Customer-Service Metrics

- Response time
- Resolution time
- Number of unresolved messages
- Customer satisfaction
- Repeated complaint categories

## 20.6 Engagement Rate

One possible reach-based calculation is:

$$\text{Engagement Rate} = \frac{\text{Total Engagements}}{\text{Reach}} \times 100$$

Example:

$$600 \text{ engagements} \div 10,000 \text{ reach} \times 100 = 6\%$$

State the calculation method because platforms and organisations may calculate engagement differently.

## 20.7 Follower Growth Rate

Follower Growth Rate =  
 $\text{New Followers} \div \text{Starting Followers} \times 100$

If an account begins with 5,000 followers and gains 300:

$300 \div 5,000 \times 100 = 6\%$

## 20.8 Click-Through Rate

$\text{CTR} = \text{Link Clicks} \div \text{Impressions} \times 100$

## 20.9 Social Conversion Rate

Social Conversion Rate =  
 $\text{Social Media Conversions} \div \text{Social Media Visitors} \times 100$

## 20.10 Do Not Depend on Vanity Metrics

Follower count and likes can be useful, but they do not automatically demonstrate business success.

A report should connect activity with:

- Qualified engagement
  - Website traffic
  - Leads
  - Sales
  - Customer retention
  - Customer service
-

# 21. Social Media Reporting

## 21.1 Monthly Report Structure

1. Reporting period
2. Objectives
3. Executive summary
4. Audience growth
5. Reach and impressions
6. Engagement
7. Website traffic
8. Leads and sales
9. Top-performing content
10. Low-performing content
11. Community-management summary
12. Influencer results
13. Key observations
14. Recommended experiments
15. Next-month plan

## 21.2 Content Performance Table

| Post                 | Platform  | Format   | Objective | Reach  | Engagement | Clicks | Leads | Learning                  |
|----------------------|-----------|----------|-----------|--------|------------|--------|-------|---------------------------|
| <b>SEO checklist</b> | Instagram | Carousel | Saves     | 12,000 | 1,050      | 120    | 18    | Practical checklists work |
| <b>Student story</b> | LinkedIn  | Document | Trust     | 5,500  | 330        | 85     | 12    | Proof improves clicks     |

## 21.3 Practical Optimisation Questions

Ask:

- Which content pillars generate the most useful engagement?
- Which formats reach non-followers?
- Which posts generate website visits?
- Which CTAs generate leads?
- Where do viewers leave videos?
- Which days and times perform well?
- Which questions appear repeatedly?

- Which content can be updated or repurposed?
- Which platform contributes most to business objectives?

---

## 22. Social Media Crisis Management

A social media crisis is a serious event that may damage customers, employees, operations or reputation.

### 22.1 Prepare Before a Crisis

Create:

- Access-control list
- Emergency contacts
- Approval process
- Escalation matrix
- Holding-statement template
- Monitoring procedure
- Account-recovery procedure
- Response responsibilities

### 22.2 Response Process

1. Verify the facts.
2. Record screenshots and evidence.
3. Pause scheduled content if inappropriate.
4. Inform the authorised team.
5. Classify severity.
6. Prepare an accurate response.
7. Acknowledge uncertainty where facts are incomplete.
8. Move personal details to a secure channel.
9. Publish updates when necessary.
10. Monitor reactions.
11. Document decisions.
12. Conduct a post-crisis review.

Do not delete criticism merely to hide a genuine problem.

---

# 23. Account Security and Governance

## 23.1 Security Practices

- Use strong, unique passwords.
- Enable two-factor authentication.
- Use individual access instead of shared credentials.
- Review administrators regularly.
- Remove former employees promptly.
- Protect recovery email and phone details.
- Avoid suspicious links.
- Keep devices updated.
- Record asset ownership.
- Maintain backup administrators.

## 23.2 Access Levels

Give users only the permissions required for their work.

Examples:

- Administrator
- Content publisher
- Analyst
- Advertiser
- Community manager

## 23.3 Content Governance

Define:

- Who creates content
- Who approves it
- Who publishes it
- Who responds to messages
- Who can delete content
- Who manages advertisements
- Who handles crises
- How files and approvals are stored



## 24. Ethical and Legal Considerations

Social media marketers should:

- Use licensed or original media.
- Obtain permission before publishing customer content.
- Protect personal information.
- Disclose sponsorships.
- Avoid false testimonials.
- Avoid fabricated scarcity.
- Verify factual claims.
- Follow competition and giveaway rules.
- Moderate consistently.
- Avoid discriminatory targeting or content.
- Follow platform policies.
- Fact-check AI-assisted content.

AI tools may help with ideas, drafts, captions and repurposing, but a responsible person should verify accuracy, brand suitability and originality.



# 25. Practical Activity 1: Social Media Audit

Select a real business and audit its Facebook, Instagram, LinkedIn and YouTube presence.

## Deliverables

- Account inventory
- Profile optimisation checklist
- Security observations
- Previous 30–90 day content analysis
- Top five posts
- Bottom five posts
- Competitor comparison
- Audience observations
- Content gaps
- Ten recommendations
- Priority action plan

# 26. Practical Activity 2: Platform Optimisation

Optimise one Facebook Page, Instagram professional profile, LinkedIn Page and YouTube channel.

## Required Evidence

- Before-and-after screenshots
- Updated biography or description
- Correct contact details
- Profile and cover images
- CTA
- Links
- Highlights or playlists
- Administrator structure
- Security checklist
- Explanation of changes



# 27. Practical Activity 3: One-Month Content Calendar

Create a calendar containing:

- At least four content pillars
- Minimum 20 content items
- Platform-specific formats
- Funnel stages
- Audience segment
- Objective
- Hook
- CTA
- Owner
- Status
- Repurposing plan
- Success metric



# 28. Practical Activity 4: Social Campaign

## Suggested Campaign

Promote a free digital marketing webinar.

## Required Plan

1. Campaign objective
  2. Audience
  3. Platforms
  4. Key message
  5. Content pillars
  6. Two Reels
  7. Two carousels
  8. Two LinkedIn posts
  9. One Facebook event or announcement
  10. One YouTube promotional video
  11. Story sequence
  12. Influencer collaboration idea
  13. Community-response plan
  14. Landing-page link
  15. Tracking method
  16. KPIs
  17. Post-campaign report
-

# 29. Complete Module Project

Students should develop a social media marketing plan for a real or imaginary organisation.

## Project Deliverables

- Business overview
- SMART objectives
- Audience persona
- Social media audit
- Competitor analysis
- Platform-selection score
- Brand voice
- Visual guidelines
- Content pillars
- One-month calendar
- Five designed posts
- Three short-video scripts
- One long-form video outline
- Community-management guide
- Influencer brief
- KPI dashboard
- Monthly-report template

## Suggested Assessment

| Area                         | Weight |
|------------------------------|--------|
| Research and audit           | 15%    |
| Strategy and objectives      | 15%    |
| Platform selection           | 10%    |
| Content pillars and calendar | 15%    |
| Content quality              | 15%    |
| Community management         | 10%    |
| Influencer plan              | 5%     |
| Analytics and reporting      | 10%    |
| Presentation and originality | 5%     |

## 30. Key Terms

| Term                        | Meaning                                                          |
|-----------------------------|------------------------------------------------------------------|
| <b>Organic social</b>       | Unpaid social media activity                                     |
| <b>Paid social</b>          | Advertising-supported social activity                            |
| <b>Reach</b>                | Unique accounts exposed to content                               |
| <b>Impressions</b>          | Total times content is displayed                                 |
| <b>Engagement</b>           | Interactions with content                                        |
| <b>Engagement rate</b>      | Engagement relative to reach, followers or impressions           |
| <b>Content pillar</b>       | Broad recurring content topic                                    |
| <b>CTA</b>                  | Instruction encouraging an action                                |
| <b>UGC</b>                  | Content created by customers or community members                |
| <b>Social listening</b>     | Monitoring relevant online discussions                           |
| <b>Community management</b> | Managing audience relationships and conversations                |
| <b>Influencer</b>           | Creator or expert able to affect an audience                     |
| <b>Carousel</b>             | Multi-slide social post                                          |
| <b>Reel</b>                 | Short-form vertical video format                                 |
| <b>Hook</b>                 | Opening element designed to gain attention                       |
| <b>Social conversion</b>    | Desired action originating from social media                     |
| <b>Vanity metric</b>        | Metric that may look impressive without proving business value   |
| <b>Crisis management</b>    | Process for handling serious reputation or operational incidents |
| <b>Content calendar</b>     | Schedule of planned content                                      |

# Final Learning Outcome

After completing this module, learners should be able to independently:

1. Research a social media audience.
2. Audit and optimise business profiles.
3. Select suitable platforms.
4. Develop content pillars and a calendar.
5. Create captions, carousels and video scripts.
6. Schedule and publish content.
7. Manage comments and enquiries.
8. Plan influencer collaborations.
9. Measure reach, engagement, traffic, leads and sales.
10. Prepare an improvement-focused report.

The practical social media cycle is:

***Research → Plan → Create → Publish → Engage → Measure → Improve***

The purpose of social media marketing is not merely to collect followers. It is to build a relevant audience, develop trust, support customers and create measurable value for the organisation.





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