



E-LEARNING

Level 3



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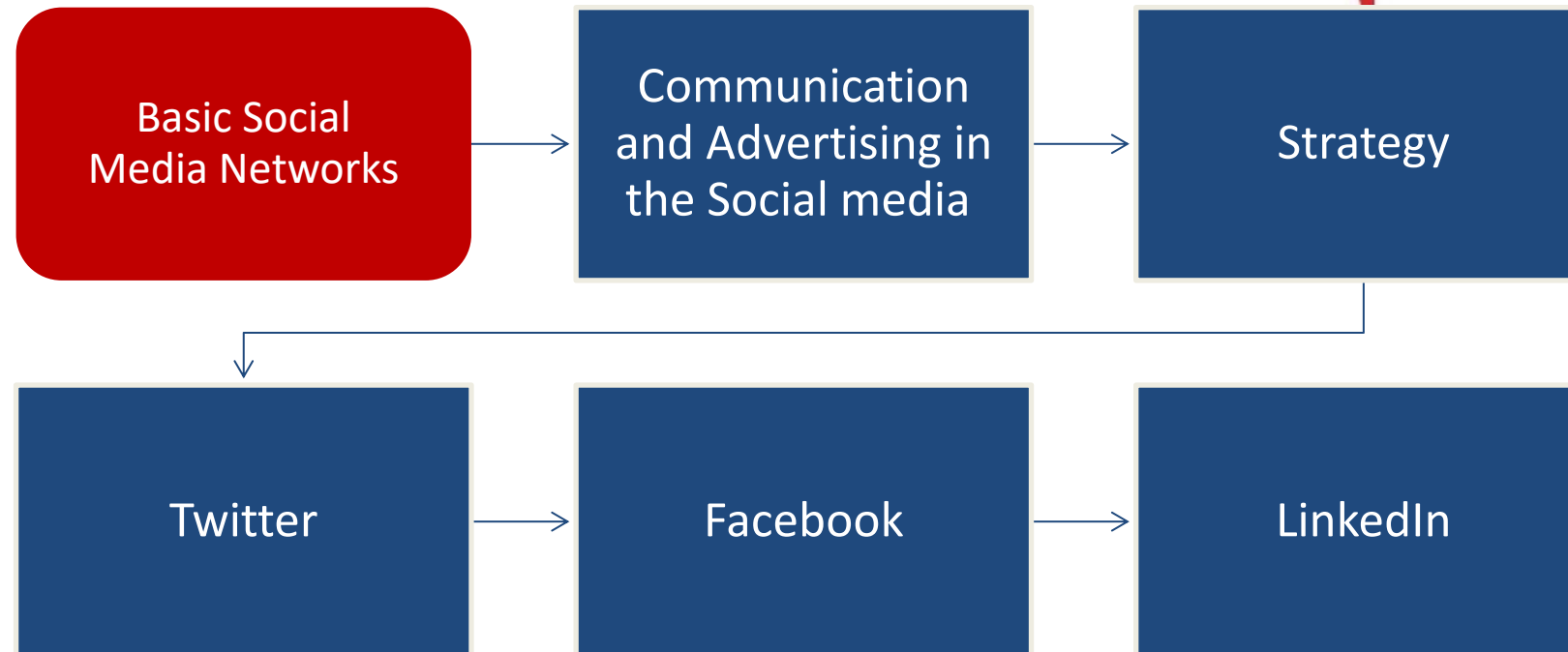
WA7: ICT SKILLS

3.18 Using social media to promote the organisation and its activities

LO3.56: Demonstrate the ability to use social media to promote the organization and its activities.

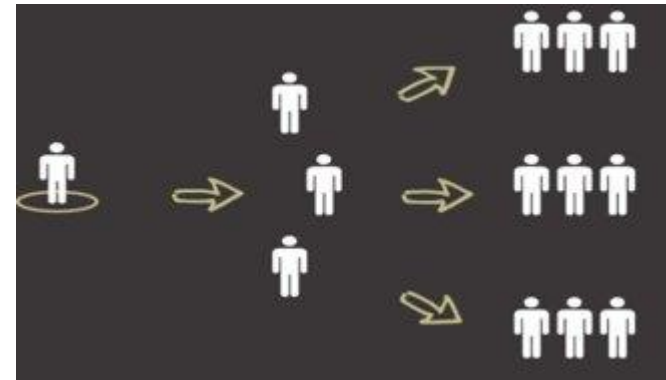


Route Map

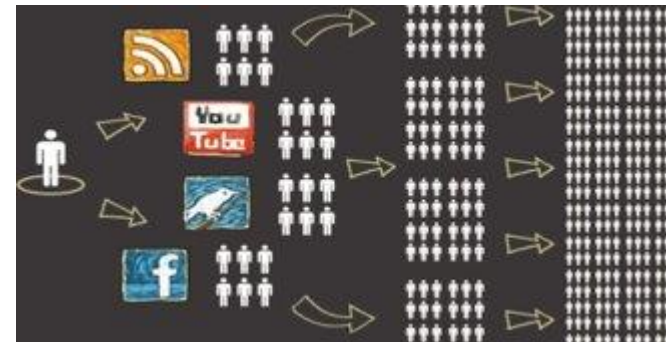


What is a social network and how it works?

Before Social Media...



After Social Media



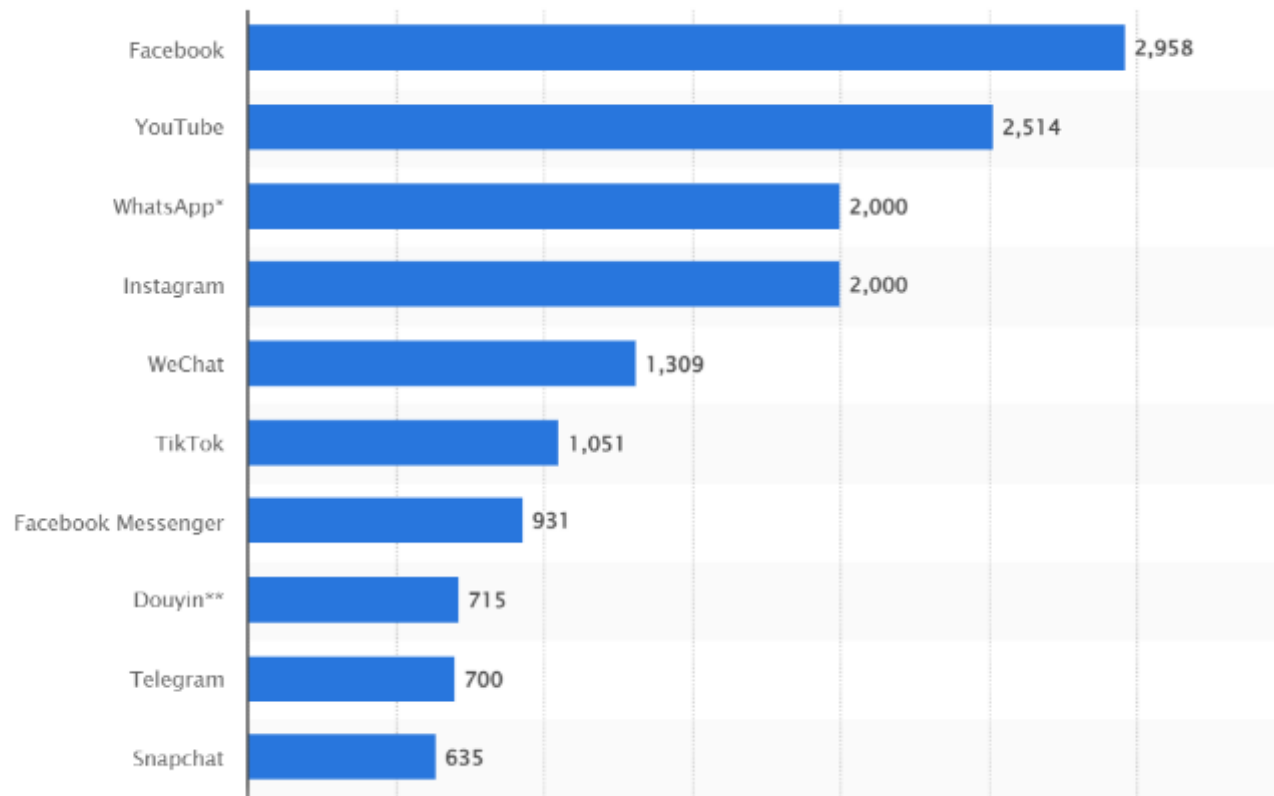
Basic Social Media Networks

- Facebook
- YouTube
- Instagram
- Twitter
- Pinterest
- Vimeo
- Reddit
- TikTok
- LinkedIn
- Snapchat



Basic Social Media Networks

The 10 most popular social networks worldwide ranked by number of monthly active users (in billions)

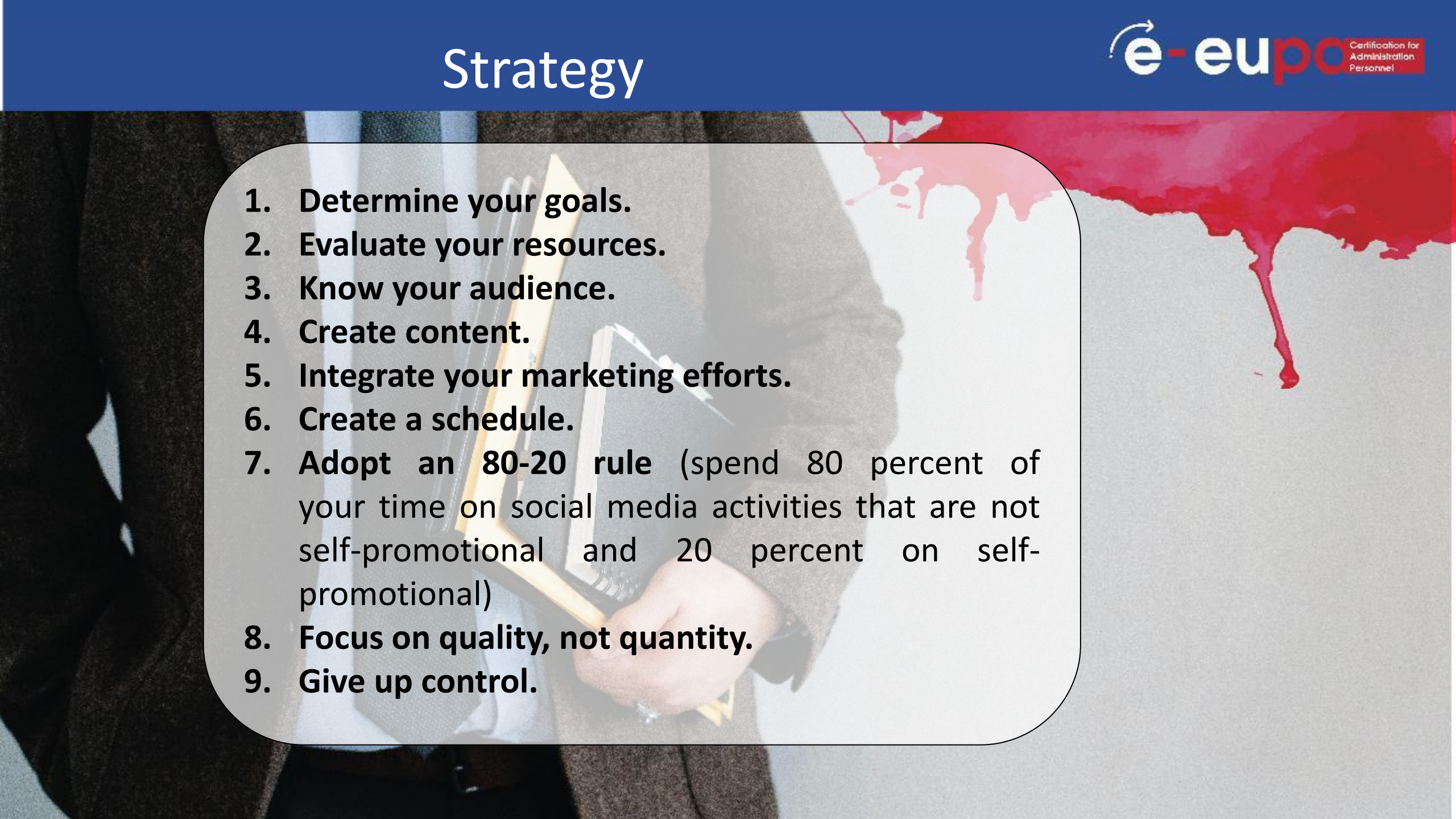


Source: Statista; information current as of January 2023

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

Strategy

- 
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.**

- 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.



Twitter: how to use it

- 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 for 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.



Facebook

- 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 January 2022, 90% of businesses marketers use Facebook to promote their brand (Source: Statista)



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.



LinkedIn

- 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.



LinkedIn: how to use it

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



Moodle forum discussion

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

Methodological Tool I



**Create the Steve's food
Facebook page**

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Revision Questions

Question 1

Explain the advantages of Facebook over Twitter

Question 2

Define the functionality of Facebook, LinkedIn and Twitter

Module Key points

Key Point 1

Social media are a powerful marketing tool

Key Point 2

Strategy is important

Key Point 3

Each platform has different functions and we should choose according to the target audience and other aspects



WELL DONE!

You have completed Unit 3.18



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