



CURRICULUM TITLE:
**DIGITAL MARKETING GUIDE:
HARNESSING THE POWER
OF DIGITAL MEDIA IN THE
WORKPLACE**



Overview

In today's increasingly connected world, digital marketing has become a vital skill for businesses and individuals alike. In this lesson, we will cover the fundamental steps and concepts to help you kickstart your journey as a digital marketer.

Target Audience

This lesson is designed for people who want to learn more about digital marketing in the workplace.

Objectives

As a reminder, this lesson is taught by teens in partnership with adult mentors to adult learners. After participating in this session, the adult learners will be able to:

- Define digital marketing
- Describe various digital marketing terminology
- Explain digital marketing platforms, including basic operating processes
- Evaluate different digital marketing platforms to determine the most effective methods for sharing specific information related to their business

Time Requirement

The lesson is designed to be taught in 45 minutes. However, the teaching team is encouraged to spend additional time preparing for the lesson – reviewing materials, practicing with the PowerPoint, preparing the evaluation, etc.

Materials Needed

- Computer
- Projector
- Screen
- Handout for Participants
- Pencils
- Internet access (optional; if time permits, groups can show real-life social media platforms)
- Evaluations

Preparation

The youth-adult team should review the lesson plan and gather any needed supplies. Groups are encouraged to create/use a "group level" e-mail account (ex. Liberty4-HTCM@gmail.com) using a free e-mail application program (Google, Yahoo, Outlook, etc.) Then, groups can create generic accounts on Facebook, Twitter, and Instagram to be able to show participants real-life examples of using the platforms. Youth and adults are discouraged from using personal accounts to show audience members. Additionally, they should never share passwords or other identifiable information with others.

Terminology

The terminology is listed in the order in which the words are used in the lesson.

- **Social media:** the interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

HARNESSING THE POWER OF DIGITAL MEDIA IN THE WORKPLACE (CONT.)

- **Social media platform:** any internet-based platform (including those which may be accessed through an app) through which users are able to create and/or share content that is accessible to members of the public. Examples include Facebook, Instagram, Snapchat, TikTok, Twitter, Clubhouse, Pinterest, Tumblr, Google+, and YouTube.
- **User:** the person that is interacting in the social media account. They have typically created a username/password and a profile about themselves.
- **Profile:** a short description of someone's life, work, character, etc. that is posted on social media platforms
- **Audience:** the group of people you are able to reach with your content. This includes all your followers, plus anyone who sees or interacts with your posts in their feed.
- **Post:** the content shared through a user's profile.
- **Like:** a form of engagement on social media where a user indicates they enjoy content that's been posted.
- **Follow:** represents a user who chooses to see all of another user's posts in their content feed.
- **Feed:** an updated list of all the new content posted by the accounts a user follows on social media.
- **Sharing:** when social media users broadcast web content on a social network to their connections, groups, or specific individuals.
- **Analytics:** following metrics on social media performance and using that data to improve strategy for developing and promoting content.
- **Algorithm (or Feed Algorithm):** the set of rules/processes a social network uses to automatically decide which posts come first in a user's feed.

Background

Social proof is a psychological phenomenon where people conform to the actions of others by having the assumption that those actions are reflective of good behavior. And there are a ton of ways how social proof can improve your brand presence.

PowerPoint Resource Guide

Slide #1

Welcome to our 4-H Tech Changemakers session today! We are a team of youth and adults that represent our local 4-H program. We aim to teach adults in our community different technology skills to improve their lives. We are excited to have you join us today.

Our focus is all about digital marketing. Do you use social media? According to a survey conducted in April 2023, 60% of the world's population uses social media. The average daily usage is 2 hours and 24 minutes per person – wow!

Today, we will cover the fundamental steps and concepts to help you kickstart your journey as a digital marketer including basic operating processes, features, practical uses, and helpful tips.

Slide #2

Social media can be defined as the interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Many times, we call the different social media sites 'platforms.' A social media platform is any internet-based platform (including those which may be accessed through an app) through which users are able to create and/or share content that is accessible to members of the public. Can you think of some different social media sites?

Wait for the participants to respond to your question. Examples of social media platforms include Facebook, Instagram, Snapchat, TikTok, Twitter, Clubhouse, Pinterest, Tumblr, Google+, and YouTube.

Great examples! Before we dive into learning more about a few specific platforms today, let's learn more about social media in general.

HARNESSING THE POWER OF DIGITAL MEDIA IN THE WORKPLACE (CONT.)

Slide #3

Billions of people around the world use social media to share information and make connections.

- On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained.
- On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry.
- At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

Medium to large companies may have digital marketing divisions with full-time people to manage social media accounts. Their job titles may include: digital product marketing manager director of product marketing junior product marketing associate portfolio marketing manager product marketing manager or solutions marketing manager. These people would likely spend time making posts to promote the business or special products/sales, share about events, or communicate with customers. However, many smaller companies will have people that operate the social media accounts in addition to doing other tasks, such as reception, accounting, human resources, etc. Companies may also hire freelancers or consultants to support their digital marketing needs on an ad-hoc basis.

Slide #4

But why is digital marketing through social media effective?

Pause and ask for questions

One reason is something called, "social proof." Social proof is the wisdom of your friends: it is when people see their friends approve your product or service. Examples: seeing their friends use your product or follow you on social media. Social media is perfect for using social proof as a marketing tool because it allows people to share things they like with a wide circle of people.

- 81% of consumers trust the advice of family and friends over businesses. (HubSpot)
- 90% of people who recalled reading online reviews claimed that positive online reviews influence their buying decisions. (Dimensional Research)
- 85% of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts, which is up from 84% in 2016. (Bright Local)

Slide #5

Let's learn some specific words that relate to social media.

- **The user is the person that is interacting with the social media account.** They have typically created a username/ password and a profile about themselves. Some social media platforms (like Twitter) allow you to create a business account that does not have to be linked to a person/personal account. Other platforms (like Facebook) require you to use a person/personal account to create a business page, where all information about a business would be posted.
- **A profile is a short description of someone's life, work, character, etc. that is posted on social media platforms.** For a business, this is usually a short description about the business, goods/services, location, contact information, etc.
- **The audience is the group of people you can reach with your content.** This includes all your direct followers, plus anyone who sees or interacts with your posts in their feed. For example, let's say I really enjoy the local hamburger stand, called Pete's Burgers. I may 'like' or 'follow' them on social media – which means, each time they post something, I will see it in my feed. However, you and I may be friends on social media, but you don't follow Pete's Burgers. However, because I follow them, I could share their post – which means as my friend, you could see their information, too. We are both 'audiences' here, even though you don't directly follow Pete.

HARNESSING THE POWER OF DIGITAL MEDIA IN THE WORKPLACE (CONT.)

- **Hashtags are words and numbers following the # symbol that categorize and track content on social media.**
- **It's important to determine your personal or business goals for digital marketing and define your target audience.** You can use built-in market research tools and analytics to gather insights about your audience.

So let's review! When I create an account, I am the user. I'd then complete my profile that tells the world more about me. As a digital marketer for a business, I'd like to tell the world more about my business/employer. I determine goals and our strategy based on our audience and then I try to have as many direct and indirect audiences learn more about me. Got it!

Slide #6

Likes, follows, and feeds ... oh my! Yes, we introduced some more terms for you!

- A 'like' is a form of engagement on social media. It's a quick way of showing that you enjoy the content posted by simply clicking a button. On Facebook, the "Like" button is a thumbs-up, while on Instagram and Twitter, a "Like" is indicated by a heart.
- A 'follow' represents a user who chooses to see all of another user's posts in their content feed. Getting users to follow their accounts is a primary objective for online businesses with a social media presence. The more followers you have, the more people who are going to see the information you share.
- A 'feed' is an updated list of all the new content posted by the accounts a user follows on social media. Simply put, when you log into social media the first page that appears with scrollable posts is your feed. Rather than purely chronological, most social media feeds are controlled by an algorithm developed and managed by the social media platform.

Can someone name an example of something they recently liked on a social media platform? How about something (maybe a business) that they have recently followed?

Wait for the participants to respond. Answers will vary based on the audience. If no one responds, perhaps another instructor can share about their experiences of recently liking a post or following somebody or something on social media.

One more thing before we transition – sharing. Sharing happens a lot on social media. Social sharing describes when social media users broadcast web content on a social network to their connections, groups, or specific individuals. For example, the Fire Department may be giving away free smoke detectors and posts about the giveaway on social media. Instead of creating my own post, I can simply share what they originally wrote through my own account. When using Twitter, this is called 'retweeting' as opposed to sharing.

Slide #7

A post on social media is simply the content shared through a user's profile. It can be as simple as a text blurb but can also include images, videos, and links to other content. Other users of the social network can like, comment, and share the post.

Many times, a digital marketer for a business will create a monthly calendar to schedule their posts, so that they ensure all the information is shared in a helpful and timely manner. There are a variety of free planning programming or templates out there like Hootsuite. This is also a great time to ensure you have all the information you need for a post – a fun photo, the date/time of an event, or the correct link to other content.

After you've planned your monthly posts, many platforms actually allow you to schedule them ahead of time, so on the actual date, the social media platform automatically shares the post without you prompting it to do so.

HARNESSING THE POWER OF DIGITAL MEDIA IN THE WORKPLACE (CONT.)

Here are some tips for creating effective social media post:

- Keep post short and to the point
- Use visuals to capture attention
- Consider asking questions to engage audience(s)
- Use relevant hashtags to help people find your post
- Promote the post on multiple social media platforms

By following these tips, you can curate social media posts that are more likely to be seen by your target audience(s).

Slide #8

Now before we hop into learning about the different platforms, here are two more important terms that you need to know. They both sound similar, so sometimes they get tricky.

- **Analytics** are the following metrics on social media performance and using that data to improve strategy for developing and promoting content. These are really important for you to learn about how your audiences respond to your posts.

For example, let's say it's a hot summer day, and your business is going to offer free ice cream to anyone who stops by between 2-4pm. You'll even offer a double-scoop for people who share this information on social media. Your ice cream party was a success; lots of people now know about your business – excellent news!

Later in the week, you log into your social media account and see the analytics of the post about ice cream. The analytics can include information such as:

- » how many people directly saw the post
- » how many people shared it
- » how many people saw it because someone else shared it, etc.

You can often go back to your analytics, see the strong posts, and track any insights or trends. This information can help you improve your future social media posts and reach a wider audience.

- An **algorithm (or feed algorithm)** is the set of rules/processes a social network uses to automatically decide which posts come first in a user's feed. Remember how I mentioned earlier that a person's feed is typically controlled by an algorithm and not purely chronological? The more a person engages (like, share, etc.) with a user, the more their information will show up in their feed because of the algorithm.

For example, if I like all the posts made by ABC Insurance company but I don't like any posts by the Parks and Recreation Department, it's likely I am going to see information about a 10% auto insurance discount before I see information about a litter pick-up event at the local park.

Other factors that influence how post are ranked in a user's feed may include:

- » The time and date the post was published
- » The number of people who have liked, commented, or shared the post
- » The user's interest
- » The user's location

HARNESSING THE POWER OF DIGITAL MEDIA IN THE WORKPLACE (CONT.)

Slides #9-13

Wow, that's a lot of background information about terms used with social media. However, I totally understand why it's important to know the definitions of these terms before we learn more about the platform. To check our understanding, let's play a quick game.

I'll give you two vocabulary word options and one definition. Your job is to choose the correct word that matches the definition.

- Word Options:** User or Audience
Definition: the person that is interacting in the social media account.
Answer: User
- Word Options:** Post or Profile
Definition: a short description of someone's life, work, character, etc. that is posted on social media platforms
Answer: Profile
- Word Options:** Feed or Sharing
Definition: an updated list of all the new content posted by the accounts a user follows on social media.
Answer: Feed
- Word Options:** Social Media or Analytics
Definition: the interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.
Answer: Social Media
- Word Options:** Like or Sharing
Definition: a form of engagement on social media where a user indicates they enjoy content that's been posted.
Answer: Like

Slide #14

Let's look at 3 very common platforms and learn some basic information about them.

Note: It might be helpful for the group to use the PowerPoint presentation as a simple way to introduce each of the platforms to the group. If time permits, the group could log into a sample account established within one of the platforms and show the participants some of the features mentioned. As a reminder, social media platforms are constantly being updated, and you should practice before the learning session begins to ensure you are comfortable with the content.

Realizing that everyone uses social media platforms differently, a digital marketer may choose to have multiple social media platforms for their business/employer. However, you should properly budget your time to ensure that you can post and respond to questions/comments on each of the platforms. If you have not used social media before, it is recommended to start with one platform and expand to others, as needed.

Slide #15

Facebook is a website which allows users, who sign-up for free profiles, to connect with friends, work colleagues or even people they don't know. It allows users to share pictures, music, videos, and links to other sites. Some benefits of using Facebook include:

- **Free platform:** Facebook began in 2005 and is still free for users (including businesses).
- **Lots of users:** Facebook is the biggest social network worldwide.

HARNESSING THE POWER OF DIGITAL MEDIA IN THE WORKPLACE (CONT.)

- **Simple:** Facebook has a simple business page where users can quickly complete basic information about their business to have a presence online.
- **Events:** Facebook allows businesses to create events (dates, times, locations, etc.) so that people can easily access this information.
- **Paid Advertising:** For only a few dollars, Facebook can boost a post that you make to reach more people, based on the analytics of the post.

Some things to keep in mind if you are using Facebook for a business:

- **A high-quality image captures people's attention.** Include an image with your post, scheduled event, etc.
- **People love contests and free items!** Create ways to get free publicity on Facebook by encouraging people to share a post, tag a friend, etc. – this causes the algorithm to display your content more often, so more people see it!
- **Use Facebook to gather customer feedback.** Whether it is a private message, review, or poll– customer feedback can help improve your products or services. This will directly impact customer satisfaction, which can increase customer recommendations.

Slide #16

Twitter is a website that originally began as a way for people to share a brief message. An original tweet (or post) was limited to 140 characters. While today's messages can be longer and include photos and video, most Twitter users typically only share information in short blocks. Some benefits of using Twitter include:

- **Free platform:** Twitter offers free accounts for businesses.
- **Engaging with Customers:** Twitter allows users to tag/associate with anyone using the platform, so customers can easily connect with companies via Twitter.

Some things to keep in mind if you are using Twitter for a business:

- Most people (nearly 70%) of Twitter users say they use the platform to get their news, so people like for information to be short and concise.
- Typically, people use other platforms (like Facebook or Instagram) besides Twitter, so it is not recommended to be the only social media site you use.

Slide #17

Instagram is a free photo and video-sharing platform. People often post a photo (with a short description) or a reel of a short video. Instagram is usually popular with younger audiences and encourages users to like/follow each other to become "influencers." Some benefits of using Instagram include:

- **Free platform:** Instagram is free for users.
- **Simple to Use:** Typically, a post will include a photo/video and minimal text.
- **Instagram is owned by Facebook, so they have similar advertising tools.**

Some things to keep in mind if you are using Instagram for a business:

- **Images:** You'll want to ensure the photos/videos are high-quality.
- **Less is more:** Many users will not read long captions. Make sure the most important details are first and a picture is worth 1000 words.
- **Hashtags help make your post more discoverable.**
- **Stories:** Use stories to interact with customers and highlight new post. Stories are also a good way to feature behind the scenes look at your company and show off products.

HARNESSING THE POWER OF DIGITAL MEDIA IN THE WORKPLACE (CONT.)

Slide #18

Now that you've learned a little bit more about each of the platforms, it's time for you to come up with a plan and work with a 4-H Tech Changemaker for feedback. Think about something your business or employer already does that you could promote on social media. Perhaps it's just your typical day-to-day operations (such as selling pet supplies) or something atypical (like a discount or open house).

Distribute handout and pencils to each participant. They can use this as a guide to brainstorm different social media posting ideas.

Spend the next few minutes coming up with a brief idea for marketing this on Facebook, Twitter, and Instagram. While you are working, the 4-H Tech Changemakers team will be available for questions or ideas. At the end of our time together, you'll choose the platform that you think is the best for promoting your post!

Who wants to share what they brainstormed as some potential social media posts for their workplace?

Encourage people to share their ideas and identify the best/most-promising platform to use.

Slide #19

If time permits, the youth can show various real-life social media sites and begin to demonstrate basic features. For example, this is Facebook. Things you can do on Facebook include ...

We hope today's session gave you a general overview of social media, the terminology, and the various platforms you can use as a digital marketer to share more about your company or business. Each of these platforms offer helpful informational sessions, how-to guides, etc., and you can always reach out to your 4-H Tech Changemakers if you have any questions.

Review & Reflect

Before we end our session today, here are a few questions for us to think about:

- What is social media?
- What are some key vocabulary terms associated with social media? What do they mean?
- When might you use Facebook to promote your company/business? Twitter? Instagram?
- Why is it important to learn about the different social media platforms?

If participants are reluctant to talk, perhaps another 4-H Tech Changemaker could begin to answer the question and ask for feedback to prompt discussion.

Congratulations! You have completed the lesson and taken the first steps towards becoming a digital marketing professional. Remember, digital marketing is an ever-evolving field, so it's crucial to stay updated with the latest trends, techniques, and tools. Practice your skills, experiment, and be adaptable to change. With dedication and continuous learning, you'll be well on your way to becoming a successful digital marketer. Best of luck in your journey!

At the end of the session, thank the participants for attending, encourage them to complete the evaluation, and share about upcoming programs and events.