



Participant Handbook

Sector
Media and Entertainment

Sub-Sector
Digital

Occupation
Marketing / Advertising Sales / Traffic

Reference ID: **MES/ Q 0702, Version 2.0**
NSQF Level 4



Social Media Executive

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If we have to move India towards
development then Skill Development
should be our mission. ”

Shri Narendra Modi

Prime Minister of India



Certificate

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This participant manual is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavors.

About this Book

This Participant Handbook is designed to enable training for the specific qualificationPack (QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS

1. Create workflow for social media
2. Plan and organize work to meet expected outcome
3. Manage online tools
4. Design the content for social media
5. Implement the social media strategy
6. Maintain workplace health and safety

Symbols Used



Key Learning Outcomes



Steps



Time



Tips



Notes



Unit



Exercise

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1. Introduction and Orientation

Unit 1.1- Introduction to Media and Entertainment Sector

Unit 1.2- Duties and Responsibilities of Social Media Executive



Key Learning Outcomes



At the end of this module, participants will be able to:

1. Describe the Media and Entertainment sector
2. Explain the role of Social Media Executive

UNIT 1.1: Introduction to Media and Entertainment Sector

Unit Objectives



At the end of this unit, participants will be able to:

1. Describe the media and entertainment industry in India
2. Describe the growth expected in the media and entertainment industry
3. Explain the various products and processes of the industry
4. Identify some keywords used in the industry

1.1.1 Media and Entertainment Sector in India

The Indian media and entertainment (M&E) sector are one of the biggest in the world. It is placed as 14th largest in the world. The Indian M&E sector recovered by 16.4% to INR1.61 trillion (US\$21.5 billion), still 11% short of pre-pandemic 2019 levels, due to the second wave of COVID-19 which impacted the sector.

As per EY report the M&E sector will grow 17% in 2022 to reach INR1.89 trillion (US\$25.2 billion) and recover its 2019 levels, then grow at a CAGR of 11% to reach INR2.32 trillion (US\$30.9 billion) by 2024

	2019	2020	2021	2022E	2024E	CAGR 2021-2024
Television	787	685	720	759	826	5%
Digital media	221	235	303	385	537	21%
Print	296	190	227	241	251	3%
Online gaming	65	79	101	120	153	15%
Filmed entertainment	191	72	93	150	212	32%
Animation and VFX	95	53	83	120	180	29%
Live events	83	27	32	49	74	32%
Out of Home media	39	16	20	26	38	25%
Music	15	15	19	21	28	15%
Radio	31	14	16	18	21	9%
Total	1,822	1,386	1,614	1,889	2,320	13%

All figures are gross of taxes (INR billion) for calendar years | EY estimates

Fig 1.1.1: Estimate revenue of M&E Industry by EY report

Another high growth sub-sector is Gaming which grew by 35.1% in FY 2018 as compared to FY 2017. The projected growth of industry for FY 2018 to 2023 is given in next figure.

Overall industry size (INR billion)	FY19	FY20	FY21	FY22	FY23	FY18-23 CAGR%
TV	746.4	855.3	959.1	1,066.6	1,179.6	12.6%
Print	338.5	357.8	378.6	400.8	424.9	5.9%
Films	171.7	185.4	199.3	213.9	228.8	7.6%
Digital advertising	154.7	202.6	263.4	339.8	435.0	30.2%
Animation and VFX	86.7	100.9	116.8	133.5	151.8	15.5%
Gaming	55.4	70.9	84.7	103.3	118.8	22.1%
OOH	35.7	38.6	42.0	45.7	49.7	9.2%
Radio	28.3	31.8	34.8	38.8	42.1	10.2%
Music	16.6	19.1	22.1	25.6	29.6	15.5%
Total	1,633.9	1,862.5	2,100.7	2,368.0	2,680.2	13.1%

Fig 1.1.2: Projected growth of M&E Sector

India is one of the largest broadcasters in the world with approximately 800 TV channels, 242 FM channels and more than 100 community radio networks working at present. Bollywood, the Indian film industry is the largest producer of films around the globe with 400 production and corporate houses involved.

The Government of India keeps on pushing the Media and Entertainment industry by launching various schemes such as digitizing the cable TV to fill greater institutional funding, raising the foreign investment from 74 per cent to 100 per cent in cable and DTH satellite platforms. Government has also allotted industry status to the film industry for easy finance.

1.1.2 Employability in Media and Entertainment Sector

The Media & Entertainment sector employs 11-12 lakh people directly (as per 2017 reports) and if we consider indirect employments as well then count goes to 35-40 lakh people. The Media sector is highly dependent on advertising revenues and performance of Industry for economy outlook. This sector was having 4 lakhs workforce in 2013 and we expect it to reach 13 lakhs by 2022 which means employing 9 lakhs of additional employment in the period of 2013-22.

- 1/4th of the people employed in Media and Entertainment sector are from film industry.
- The Media & Entertainment sector will generate 7-8 lakh jobs by 2022, taking the total count of employment to 1.8-2.0 million.
- The Media and Entertainment sector which is expected to grow at rate of 13.1 % by 2023 which means to reach 2.7 lakh crore of business for skilled professionals.
- Film & Television sector has a major portion of the workforce employed in media and entertainment. Digitization activities being done in both films and television arena are the key player for this demand.

Workforce in the sector

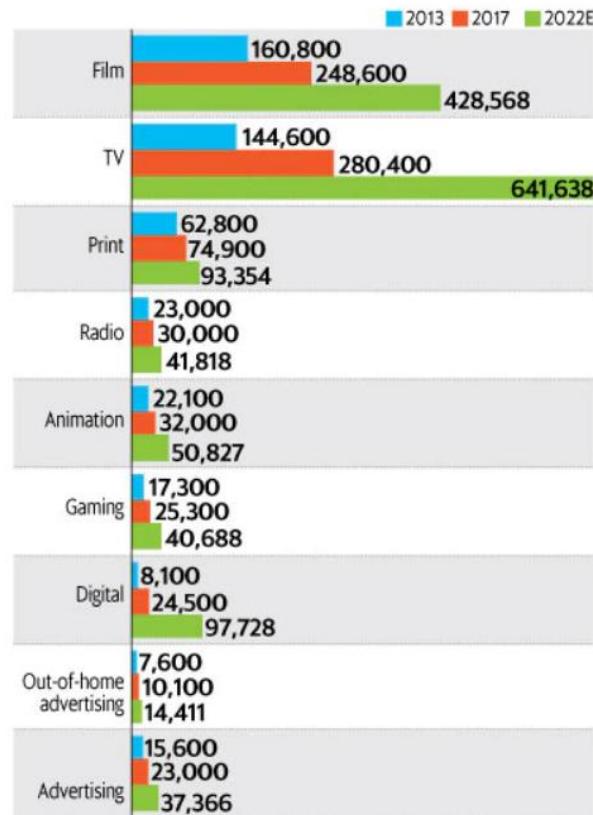


Fig 1.1.3: Employments in Different Sectors of Media and Entertainment

1.1.3 Evolution of Media and Entertainment Sector

- Radio broadcasting came by Radio Club of Bombay in 1923 in India under the British rule.
- All India Radio (AIR), one of the largest radio networks in the world, started working in 1936.
- Doordarshan (DD) started the era of TV on Sept 15, 1959, in India.
- The Indian economy was closed until 1990, and no private player could enter the space in the 1990s, the Indian film industry was completely fragmented
- BBC launched its national service in 1995
- In 1999, the government allowed private Indian Firms to set up their FM stations on a license fee basis
- In May 2000, as part of Phase I of radio broadcast licensing, the auction was conducted and 37 licenses were issued, out of which 21 are operational in 14 cities
- Approximately 1000 TV channels and 1052 radio stations are expected to be working by 2022.

1.1.4 Major Subsector and Segments

- The Indian M&E industry comprises several sub-sectors, such as television, radio, print media (including newspapers and magazines), films, animation, and visual effects (VFX), Sound & Music, Amusement & Theme Parks, Art & Culture, and Event Management/Live Performances.
- Advertising industry is the major revenues generating part of the industry and the growth of the sector decides the overall growth of the industry.
- Although there is not much to export from this industry, but imports have a considerable share in the economy like imports of newsprints, set-top boxes, and antennae.

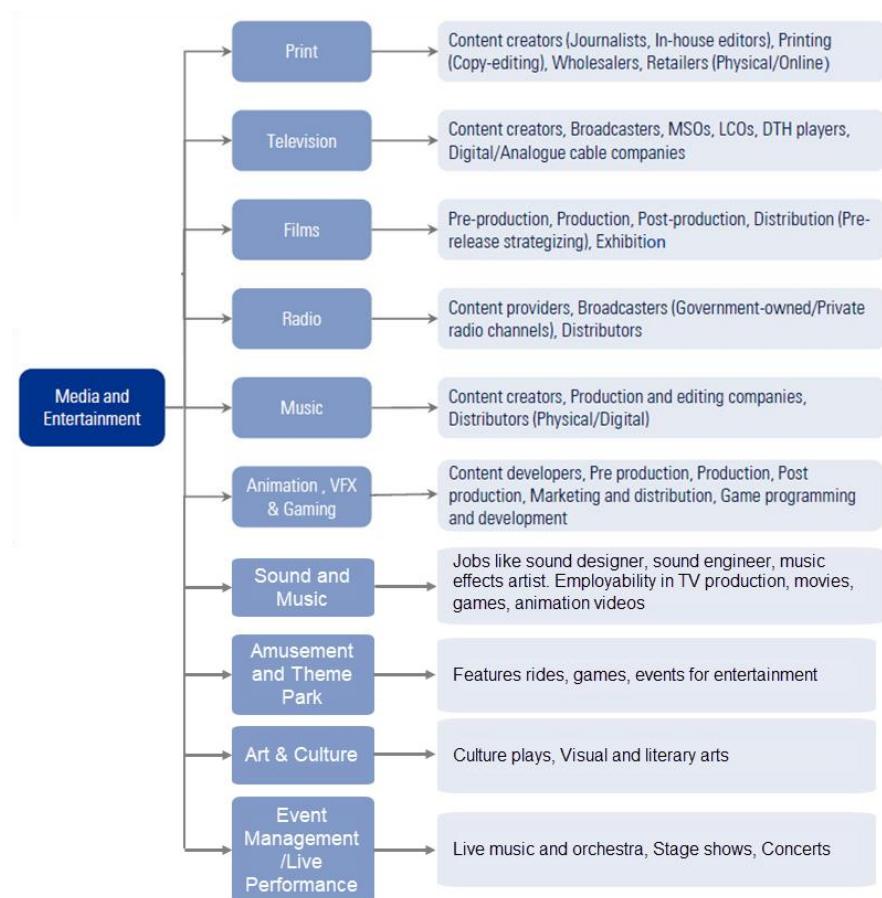


Fig 1.1.4: Media and Entertainment Sector

- The industry is specific to cultural and ethnic backgrounds and is organized around specific hubs that specialize in output for a given population segment. For example, the Mumbai film industry (Bollywood) is a key film hub in the country. A similar hub also exists in South India.

Growth rate by sub-sector

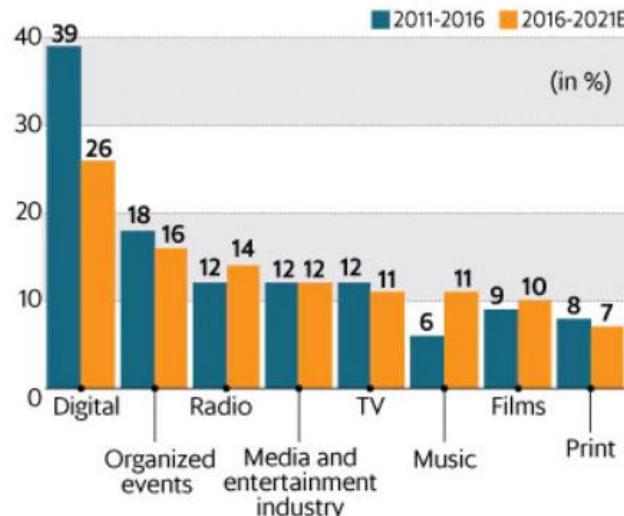


Fig 1.1.5: Media and Entertainment Sector Growth Rates expected in 2016-2021

1.1.5 General sector specific terms words used in this book

- **Animatic:** A series of images edited together with dialogues and sound is called animatic.
- **Compositing:** Combining layers of images/elements into a single frame is called composting.
- **Composition:** Positioning character with respect to the background and camera is called composition.
- **Creative Brief:** A document that captures the key questions for the production including the vision, objective of the target audience, budgets, project, milestones, timelines and stakeholders is called creative brief.
- **Key Frame:** Key poses that start and end poses for animation sequence are called key frames.
- **Modeling:** Creation of three-dimensional models for animation using specialized software is called modeling.
- **Rendering:** Conversion of three-dimensional models into two-dimensional images with 3D effects is called rendering.
- **Rigging:** Process of adding joints to a static three-dimensional model to aid movement during posing is called rigging.
- **2D animation:** Moving pictures in a two-dimensional environment is called 2D animation like in computerized animation software.
- **3D animation:** 2D animation with depth is called 3D animation. Examples include video games such as Halo and Madden Football.
- **Animation:** Sequential play of various inter-related frames is called animation.
- **Anticipation:** Anticipation is created through the preparation of an action.
- **Aspect Ratio:** The width to height ratio of a TV picture is called aspect ratio.
- **Background Painting:** An artwork done in the background of an animation is called background painting.
- **CGI (Computer Generated Imagery):** Creation of Figures, settings, or other material in the frame using computer software is called CGI.

- **Clean-Up:** The process of refining the rough artwork of 2D animation is called Clean-up.
- **Computer Animation:** Any kind of animation created in computer is called computer animation.
- **Frame:** one of a series of still transparent photographs on a strip of film used in making movies or animations.
- **Frame Rate:** The rate of change of frames in an animation is called frame rate. It is measured in frames per second (fps).
- **Graphics Tablet:** This is a device used to draw sketches.
- **Pixel:** The smallest indivisible portion of an image is called pixel.
- **Raster:** Rastering is the projections of various pixels on CRT screen to form an image.
- **Rotoscoping:** Creation and manipulation of background images of an animation is called rotoscoping. This can be done manually as well as using computer software.
- **Title Cards:** Title cards are also called FIR of an animation. Title cards give brief information about the animation.
- **Tween:** The transition of one frame to another in animation is called tween.
- **Vector:** Some of the artwork is created by vectors rather than pixels. This allows cleaner and smoother animation because images are displayed by mathematical equation solutions.
- **CEL:** It is a cellulose sheet used to paint characters. In practice, it is now a day. Plastic sheet in combination with the outline and coloring of a character, object, and/or special effect.

Exercise-1

Discuss the role of Media & Entertainment sector in India economy.

Exercise-2

Discuss the employability of various sub-sectors in Media & Entertainment Sector.

UNIT 1.2: Duties and responsibilities of Social Media Executive

Unit Objectives



At the end of this unit, participants will be able to:

1. Explain the role of Social Media Executive
2. Describe the work descriptions of Social Media Executive in detail

1.2.1 Job Description

There is a human messenger that conveys the company's viewpoints to all users behind every social media update. They oversee all company updates on Facebook, Instagram, and Twitter. The Social Media Executives are what they are known as for handling the social media platform. First, let's talk about what a social media executive is.

A social media executive oversees the team, all social media platforms, consumer engagement campaigns, and customer satisfaction. They are responsible for producing material that promotes their business and draws in clients. More people than any other media or channel use social media nowadays. The greatest spot to advertise your product or service is thus there, and a social media executive does the same. They advertise your product and service, acquire customer happiness, and use their experiences to keep them interested.

Let's learn more about their work descriptions in detail.

1.2.2 Roles and Responsibilities of a Social Media Executive

1. Management of Social Media Channels

An organization's social media outlets are all managed by a social media executive. Facebook, YouTube, Twitter, Instagram, Pinterest, LinkedIn, Google+, and other platforms are examples of social media channels. They oversee regularly updating the company's social media profiles with information about its service and brand to engage customers.

2. Creating Brand Awareness

You may have noticed Facebook accounts for brands or businesses that frequently post videos or links to content promoting their products and services. Then all tweets with advertisements or information about a product or service, images on Pinterest with direct links to a business' website, posts, and videos on Instagram, etc. Behind each of these jobs is a real being, and that person is a social media executive. To satisfy and engage their audience, they create material for all social media platforms and oversee brand recognition and marketing.

3. Structuring Behavioral Aspect of Potential Customers

Prior to introducing your brand and service, it's essential to get to know your target audience. To increase your sales and conversions, you cannot target any individuals in the world. More than anything else, the appropriate time, place, and people can be advantageous. For instance, if your business offers cosmetics, you can't target all businesspeople or people who aren't interested in this.

Your target market should be women, girls, and all fashion and beauty companies. Therefore, before taking any further action, it is crucial to comprehend the audience's interests.

4. Set Targets

There is no point of measuring your results if you don't have set targets to compare them with. The comparison allows you to know where you are now in the present and where you must reach. They are the set standards that you must meet. Insufficient website traffic, declining customers retention, poor online reputation, slow sales, weak brand awareness are all the challenges that a social media executive can face initially but their job is to overcome all these and set realistic targets.

5. Tracking Social Media Influencers

One of the most effective and worthwhile forms of marketing currently used is influencer or word-of-mouth marketing. They influence 20 to 50 percent of purchasing choices. Amitabh Bachchan and Shahrukh Khan may have been seen endorsing a product. They are all influential people whose visibility and marketing are more likely to draw customers' attention than anything else. No referrals from friends or relatives can compare to them. A social media executive's job is to keep track of the social media influencers who are related to their brand or business so they may improve your reputation as a whole and broaden your reach through influencer channels.

6. Keep Up to Date with any Social Media Trends

The easiest way to promote your business and engage clients on social media is to remain on top of any new developments on the various social media platforms. For instance, Facebook now lets you upload GIFs and has modified the news stream to promote the sharing of high-quality links. The task of monitoring all the shifting social media trends falls to a social media executive.

7. Assist with Social Media Performance Report

A crucial component of a social media executive's job is to describe your progress on social media by creating a social media performance report. They are in charge of informing their supervisor about all the wonderful things you are doing, including any social media posts or information you share. A social media report comprises the statistics and facts that are important to you, the timeframe (such as weekly, monthly, quarterly, from the beginning to the end of the campaign) that is most relevant to you, how you monitor your development, etc. All of these falls under the purview of a social media executive, who is required to report to the top management.

8. Interviews, Hires and Train Social Media Team Members

A social media executive is responsible for hiring the right social media marketer and then training them. Social media team members can have a wide variety of roles and responsibilities. It's the responsibility of a social media executive to explain the job titles and descriptions and to train your social media marketing team members.

9. Planning of Marketing Strategies to Help Drive Traffic and Engagement

Planning marketing techniques to increase online sales, traffic, and engagement is the responsibility of a social media executive. A wide range of tactics are possible, including launching a campaign, use social reviews to automate influencer marketing, updating content every day for ongoing growth, employing graphics when posting on Facebook, and more. Making it simple for customers to share and pin your items, investing in an infographic, organizing a Twitter question and answer session, hosting a Pinterest treasure hunt, experimenting with titles in your blog entries, etc. are all examples of this.

A social media executive may also have the following additional duties and roles:

- Addressing any references made on social networking sites like Facebook, Twitter, Pinterest, Instagram, and Google+ and interacting with individuals
- Helping with the routine administrative work of the day.
- Creating a brand message that is consistent across all social media platforms.
- Creating analysis reports and regularly monitoring the social media platforms of competitors.
- Weekly creation and promotion of a company blog.
- Collaborating with other departments to create social media timelines that correspond with the launch of the product, marketing initiatives, and other brand messages.
- Coordinating social media posts with marketing divisions, the brand management group, and yearly business objectives.
- Tracking systems are used to analyze social media campaigns to collect visitor data and identify potential areas for social media campaign enhancement.

Notes







2. Creative Workflow for social media

- Unit 2.1 - Social Media Strategy
- Unit 2.2 - Content Seeding
- Unit 2.3 - Social Media Branding
- Unit 2.4 - Blogger Outreach



MES/N0707

Key Learning Outcomes



At the end of this module, participants will be able to:

1. Explain how to assess social presence
2. Describe importance of goal setting in making social media strategy
3. Explain content types as per different platform
4. Explain content seeding and its goals
5. Create content seeding marketing strategy
6. Explain brand and brand identity
7. Define brand aesthetic
8. Define blogger outreach
9. Delineate an approach to develop a compelling blogger outreach strategy
10. Explain SMART goals
11. Elucidate how to organize and manage outreach strategy
12. Describe how to optimize and evaluate the outreach strategy
13. Define social media goals
14. Set clear goals for social media marketing

UNIT 2.1: Social Media Strategy

Unit Objectives



At the end of this unit, participants will be able to:

1. Explain how to assess social presence
2. Describe importance of goal setting in making social media strategy
3. Discuss how to select right platform as part of social media strategy
4. Explain content types as per different platform
5. Describe steps involved in planning content
6. Explain measurement and key performance indicators

2.1.1 Introduction

Over the past ten years, social media marketing has developed into a crucial component of the marketing mix for both big and small firms. When done effectively, it can be a potent marketing tool and have a big, demonstrable impact on your bottom line. Social media marketing should be considered as part of your marketing strategy whether you are aiming to target a local audience or introduce a brand to a national audience.

This manual will walk you through the processes required to develop a social marketing strategy that is suitable for your target market and accomplishes your company's objectives.

1. Where are you now?

The evaluation of your current social media efforts and those of your competitors is the first step in developing an effective and comprehensive social media strategy.

Assessing your social presence

If you already have an audience, you must consider its size and level of engagement in order to evaluate your presence. Begin by collecting the following information:

- What platforms do you use?
- How many people follow you?
- How active are your customers?
- How energetic are you?
- What kind of content is effective?
- What number of leads did this content produce?
- **Which platforms are you on?**
- Where do you have a company profile? Facebook, Twitter, Instagram, LinkedIn
- **How many followers do you have on each?**
- Overall, how many people follow your Twitter account, like your Facebook page?

- **How engaged are your followers?**
- Look at your last few posts on each platform and see how many people liked it, commented, retweeted, etc.
- **How active are you?**
- How frequently do you post on each platform? Rarely, monthly, weekly, daily?
- **What type of content works well?**
- Do you find that certain post types generate more interaction (likes, comments, retweets, etc.) than others? Do videos or photos have higher levels of engagement? See if you can spot any patterns in the best-performing material.
- **How many leads has this activity generated?**
- How many customers you have gained from your social accounts? Has any new business come via social?

Assessing your competitors

- You must now evaluate how your presence measures up against that of your competitors. Look at the presence and activity of your top three contenders and compare it to your own. This will provide you suggestions on what platforms to employ and what material resonates with the audience, as well as how much of a role social media play in their overall strategy.
- What platforms do they use?
- How many people do they follow?
- How enthusiastic are their customers?
- How energetic are they?
- What kind of content is effective?

2. Setting your objectives

Setting specific goals is essential to the success of your social media strategy, just like it is for any marketing endeavor. If you don't already have a social media presence, the competitor audit will serve to provide you with a useful benchmark for where you should be.

You must first think about WHY you are developing a social media strategy before you can set targets. Utilizing social media strategically can help you address some of your company's most pressing problems.

For instance:

Do you need to raise brand awareness?

Objective: Build followers across platforms, reach a large audience and achieve high engagement rates

Do you need to drive more traffic to your site?

Objective: Prompt clicks through to your site from your social content

Do you need to build brand loyalty?

Objective: Achieve high engagement rates and, in particular, high levels of comments, retweets, and shares

Do you need to drive more sales?

Objective: Drive traffic through to your shop and achieve strong conversion to sales

The objectives you set and the tactical approach you take will differ depending on the challenges you are hoping to solve. It's a good idea to really think about how you'll deliver against each objective in some detail.

Raising brand awareness

Brand Awareness can be greatly impacted by social media activities.

You can share interesting and pertinent content through your social media profiles and reach a lot of your potential customers.

If you want to raise brand awareness:

- Post informative, entertaining, and genuinely valuable information, such as industry research or practical advice linked to your goods or services.
- Post pictures, gifs, and videos. Engagement rates for visual content are much higher.
- Run contests and freebies to encourage interaction if you can.

Often, when looking to increase Brand Awareness, an effective strategy is to promote your posts or run ads – this helps you specifically promote your content to people who are interested.

Driving traffic to your site

One of the main goals of social media is to encourage click-throughs to your website from your content because this is such a crucial stage of engagement and the path to conversion.

- Keep an eye on the data analytics of your postings, notice what encourages click-through and what doesn't, and give related content more weight as necessary.
- Keep it succinct. Try to make the reader curious about more! They won't need to visit your website if you reveal all the details in the post. Take note of how other companies and media outlets employ succinct copy to draw readers in and encourage click-throughs.
- Create a clear call to action. Why would the viewer want to click through to your website? E.g. "Find out how..." or "Sign up early and..." are giving people a gentle push to take the next step.

Increasing brand loyalty

Getting word-of-mouth marketing is highly valuable, and it can be accomplished by converting followers into brand supporters.

- Establish a favorable brand experience by being approachable and a regarded expert in your field. Brands that recognize and respond to messages with helpful information quickly will create an experience that your audience is likely to enjoy as well.
- Reward your fans by giving them exclusive access, discounts, and other benefits. Anything that makes your followers feel like they are a member of a select group will give them "social currency" and the urge to share.

Using social to drive sales

After your brand has begun to gain recognition, you'll want to increase sales to maximise the impact of your marketing efforts. When this goal is established, it necessitates a solitary, concentrated effort since it takes a very different approach than growing a following.

- Make it simple! Start by making sure that those who follow you on social media can quickly access the ecommerce platform. All social media platforms should have a clear link to the sales page.

- Take Facebook Pay-per-Click into consideration. This enables you to be extremely targeted, considering factors like age, gender, region, buying patterns, interests, etc. Once you've developed awareness, you're more likely to convert to a purchase if you concentrate on individuals who are most inclined to do so.
- Proactively searching for sales opportunities and engaging in a helpful and authentic manner is also great way to find leads.

It's crucial to completely comprehend who you're attempting to engage with before starting any social media activity or adjusting your plan. Exactly to whom are you speaking? This is the cornerstone of any successful plan because, once you know "who," you can figure out "where" and "what" to say to them. Knowing who to aggressively target with any promotional activity also helps. Research your target audience's social media use once you've identified them with a precise demographic. Ask those that fall into that demographic about the platforms they use, how they engage with companies, and what kinds of content they enjoy and dislike. This will greatly aid in defining your social approach.

Making audience personas and gaining a clear understanding of your audience is a crucial step in making sure you're speaking with the appropriate individuals at the appropriate time.

Create audience personas

Audience Personas are made-up, generalised portraits of your ideal clients. Personas provide precise information about a hypothetical client who stands in for an important clientele. Your social media activities may be much more effectively targeted by creating personas. If possible, persona building should be based on audience research; however, if this is not possible, consider your own consumers and other audience kinds while creating personas. As your social media engagement grows, any theories can be tested.

Given below is an outline of what to aim to include in your persona:

Who	Key Characteristics	Social Behavior
Job	Hobbies	Why are they using social media? (Browsing, job hunting, networking, looking for information, looking for inspiration)
Marital status	Interests	Are they likely to be prolific users of social?
Age	Attitude to your industry (actively involved, keen user, necessity)	Platform preferences – ifKnown (facebook, twitter, instagram)
Gender	Attitude to your brand (i.e. very engaged, indifferent, transient)	
Location		
Income bracket		

This insight into your audience will help you determine which platforms you should focus on and what type of content you should post.

Setting the tone

Spend some time considering the kind of brand you want to have on social media. Which strategy will you use when it comes to content and messaging—a fun and "human" approach or a professional, realistic tone? It's important to keep in mind that social media platforms are largely used by people to engage with one another, and that consumers respond far better to firms that adopt a humane attitude.

Make sure the tone is consistent, whatever it may be. Your audience won't believe you to be sincere if you are playful one day and corporate the next. Make sure everyone managing your social media presence completely understands your tone of voice if you have more than one person doing so. Making ensuring the social voice accurately represents the business culture is an excellent strategy.

1. Platform selection

After establishing your goals and becoming familiar with your audience, it's time to choose the best platform (or platforms) for your messaging. To accomplish this, you must comprehend the strengths of each channel and how they might benefit you at the appropriate stage of the consumer journey. If you're considering using multiple social media platforms, you should also think about the varied kinds of material that users want to consume on each platform. For LinkedIn, a long and in-depth blog post might be effective, but cross-posting it to Twitter might not be as successful. However, you can always produce a condensed version or a visual depiction of the same material.

Popular social networks

	Network	Number of users	Demographic information		More information
	Facebook	1.28 billion users	65% female / 35% male	48% of users aged 18-34, 31% aged 35-54	Social network leader with largest audience, large focus on interaction with friends and family
	Twitter	255 million users	62% female / 38% male	66% of users aged 15-34	Open network geared towards conversations via short messages (140 characters maximum)
	LinkedIn	300 million users	39% female / 61% male	60% of users aged 25-54	Social network geared towards building professional connections to aid career development
	Google+	1 billion users	30% female / 70% male	All users have Google accounts	Social network arm of Google's product offering, heavy visual focus.
	Pinterest	70 million users	83% female / 17% male	45% of users between 35-54	A place to build virtual collections of visual content pertaining to personal interests
	Instagram	300 million users	68% female / 32% male	90% of users under 35 years old	Platform for sharing visual content

	YouTube	1 billion users	Reaches more U.S. adults than any cable network	Predominant user base is 18-34 years old	Platform for hosting and sharing video content
	Foursquare	45 million users	40% female / 60% male	80% of users between 18-43 years old	Social network focused on geo-location based interaction

Best practices for top social networks

Network	Focus	Frequency	Tip
	Facebook	Quality	5-10 per week Aim for 2 posts per day to keep audience interested
	Twitter	Quantity	3-5 per day One per hour is optimal
	LinkedIn	Formal, technical content	2-5 per week LinkedIn posts get more traction during the work week
	Google+	Content relevancy	1 per day Your posts give Google more content to index and enhance SEO rankings
	Pinterest	Compelling storytelling through images	3-4 per day Pin both original content and repin engaging content from other users
	Instagram	Rich imagery	1-2 per day There is no real fatigue with posting but ensure consistency week after week

Fig.2.1.1: Digital Social Media network detail

Source:<https://www.digitalschoolhouse.org.uk/media/Hootsuite%20Social%20Media%20Strategy%20Workbook.pdf>

Facebook

With over 1.8 billion users, Facebook is the most widely used social network on the planet. It is also extremely well-developed for business use, with a sizable community of "brands" that all host their own branded pages and an advanced ad platform.

Even though younger audiences seem to be gravitating toward newer platforms like Instagram and Snapchat, Facebook is still quite popular, with over 90% of people between the ages of 18 and 29 using the internet. With 84 percent of 30–49-year-olds and 72 percent of 50–64-yearold's, it's also a wonderful platform for connecting with older audiences.

Due to its durability, Facebook has developed into a valuable and useful platform for brands. Facebook is a good place to start sharing information and growing an audience while newer networks are still figuring out how to engage their audience with brand messages.

On Facebook, brand presence is largely acknowledged, and users actively interact with brands there. Facebook's News Feed is one of the greatest areas to publish your information in order to build brand awareness and enhance website traffic because it is a prominent location for social updates. Facebook users typically react positively to postings with strong aesthetic appeal that are also entertaining, educational, motivating, or rewarding. The ideal content categories to use are images, videos, tests, contests, bite-sized facts and infographics, connections to tutorials, and visually appealing content. Utilizing Facebook's targeting features, which let you cater your messages to users with certain interests, is another smart move when building an audience.

Tips

- **Optimize:** Optimize content to encourage sharing and engagement. Set a character limit of 150-200
- **Use Images, video, gifs:** Accompany all posts with an image or video to boost content reach and engagement
- **Links:** Link back to the website as often as possible to drive traffic
- **Promoted posts:** Promote important posts to reach a targeted, new audience
- **Call to Action:** Give each post a call to action, however small. This keeps the audience engaged
- **Frequency:** Post consistently, up to once a day. Do not post several times in one day and then not again for a week

Twitter

Twitter has over 315m users worldwide and is the original 'micro-blogging' site with over 500m tweets sent daily. Like Facebook, Twitter is also designed for business use, with its own advertising platform and wide uptake among brands. Twitter offers businesses a twofold benefit by enabling them to interact both directly with their audience and with important influencers within their target market, such as journalists, social media influencers, well-known figures in a certain industry, etc.

Users enjoy interacting with businesses on Twitter, and many use it as their "go-to" source for the most recent brand news, updates, and information. The ideal material for the Twitter audience is engaging and educational. Links to articles, news updates, photos, and retweeting Twitter tweets from influential people in a certain business are the greatest content kinds to use.

In the beginning, Twitter could be a helpful tool for spreading awareness of your company among its target audiences and for connecting with influencers and industry experts. It will be helpful as a tool for contacting established media organisations like newspapers and magazines. Remember that 34.5 percent of customers prefer to communicate with customer service representatives through social media (Sprout Social Q2 2016), and over time, it might replace other methods of providing customer service.

Twitter also provides you with helpful information on the personal lives, likes, and hobbies of your prospects. It's a fantastic listening tool and may help you create a winning sales approach. Hashtags are a useful tool for increasing visibility and generating awareness on Twitter. Consider what attracts buyers to your product and use hashtags that organically fit around that niche. Internet users use hashtags to look for new products and solutions.

Tips:

- **Twitter Ads:** use Twitter Ads to promote your content to a targeted audience
- **Hashtags:** Use appropriate hashtags to group your material under a certain theme. For instance, if a travel company included the hashtag #summersun in a post, its content would show up under all #summersun content.
- **Monitoring:** It's crucial to keep an eye on what people are saying about your brand category or related companies by using hashtags and keyword searches. You will have the chance to proactively pitch your company at this point. Additionally, it will enable you to locate stuff that you would like to share.
- **Short and sweet:** Keep tweet copy as brief and punchy as you can, and always aim to leave space for an image. Only 96 characters are left for copy if you want to post a link and a picture, which will take up 46 characters.
- **Use images:** Use photos to increase engagement with the article.
- **Optimise images:** Whenever you can, optimise your images to 1024x512 for Twitter.
- **Respond:** Respond to all questions, remarks, and feedback received via Twitter to boost brand favorability
- **Post consistently:** Post frequently since Twitter is active. Don't be scared to tweet more than once every day but try to space them out as little as possible.
- **Vary content:** build up a content calendar to ensure a variety of content is scheduled for the upcoming month, and supplement that with reactive content
- **Monitor trending topics and be proactive:** Everyday, there are different trending topics and hashtags. It's good practice to monitor these daily and where appropriate, to jump onto a trend and create your own spin on it.

LinkedIn

LinkedIn has over 450 million users worldwide and is the world's largest professional social network. Its main purpose is to facilitate networking between professionals by connecting colleagues with each other and by connecting businesses to existing and potential employees. It is also a place where people within an industry can share ideas and interact via LinkedIn Groups.

Students and recent graduates are the group on LinkedIn that is expanding the quickest, so if you're trying to attract a younger audience, LinkedIn can be a smart choice. In the UK, there are about 20 million users. With a sophisticated advertising platform, in-depth information, and the option to create customized pages, LinkedIn has a strong commercial focus. Users anticipate connecting and interacting with organizations on this platform due to the nature of the network.

LinkedIn can help brands create credibility and trust, generate thought leadership through the sharing of content, and grow an engaged network. With frequent publishing of company news, information sharing, employment possibilities, and involvement within Groups, LinkedIn demands a significant amount of time commitment to function well.

It's beneficial to consider LinkedIn users to be "information junkies"! You can establish credibility by giving your audience engaging content that will benefit them both personally and professionally.

Tips:

- Make a wholesome company page. Get a gorgeous cover shot and a thoughtful introduction by taking your time. Your brand page must appear professional and be entirely filled out.
- Track the performance of your posts - Keep track of impressions, clicks, and shares and modify your material as necessary.
- If you have a diverse audience, you can choose who to offer material to, for example by industry, geography, or demographic. Take this into consideration when you post.
- Update often - Establishing a regular publishing schedule can help you draw in both new and returning visitors. The key is to continue to offer value.

Instagram

Instagram is a social networking site where users can upload photos and videos. Over 600 million people utilise it globally (with approx. 19m in the UK). Users cannot publish text-only messages because the platform is entirely focused on images and videos. When used by businesses to inspire and engage their customers, Instagram may produce impressive results. However, you must commit to sharing a steady stream of excellent, motivational, and interesting images and videos if you want this platform to succeed.

Instagram is most effective for businesses that market or sell an aspirational lifestyle and capitalise on current events by using relevant hashtags to expand their following. The top-ranking brands in the UK are in the fashion and automobile industries, but food and sports businesses are also performing well thanks to their high-caliber aspirational content. Finding the greatest stuff to post can take some time, so it's a good idea to check out what your followers are interested in by spending some time on the explore and following tabs. Relevant hashtags will ensure that your content is seen by a larger, more targeted audience, and the more engagement your content receives, the more likely it is to be featured in "explore," which can show it to a huge audience.

Targeted content is the key to great engagement, and great engagement will eventually grab you a feature on the explore tab, massively multiplying your potential reach.

Tips:

- **High quality visuals** – don't flood Instagram with your logo! Think: visually appealing and interesting content
- **Controlled use of hashtags:** Use hashtags, sparingly. The overuse of hashtags can look 'spammy' – stick to 4 or 5 relevant hashtags to expand the reach of your image or video.
- **Engage:** Engage with other accounts relevant to your brand – commenting on a high-profile account's image or video will give you more visibility to your audience.
- **Monitor:** Monitor hashtags and keywords to gain a view on who is talking about your brand category or competitors

Pinterest

Unlike Twitter and Facebook, which are primarily communication-based platforms, Pinterest has a strong commercial element and *55% of Pinterest users visit the platform to find or shop for products. *KPCB Internet Trends report 2016

Pinterest can be a highly effective tool for targeting consumers in the 'planning' mindset and it's a great tool for inspiration and aspiration. Pinterest is a great platform for discovering new brands and

also offers some effective targeting tools, allowing you to add keywords and target specific users to increase your brands visibility and drive conversions.

If you have an online shop, then Pinterest could be a really strong tool for driving web traffic and is definitely worthy of consideration.

Tips:

- Post compelling images that people will want to share
- Try text overlays to help people browse and discover your content faster
- Add the Pin it Button to your website for people to easily save ideas and products to Pinterest
- Create detailed descriptions of your content
- Create themed boards. E.g., If you've got a new product design or logo to launch Pinterest allows you to connect written, photo, and video content under one heading. (Pins created for themed boards should also make sense on their own so people can re-pin)
- Besides the Pin It button, you can also add a Follow button in a prominent position on your webpage so your customers can easily find you
- Consider adding lists or how-tos in the text overlay
- It is also a good idea to optimize your website to allow Rich Pins, or Pins that show extra information on the Pin itself. Pinterest currently has six types of Rich Pins: app, movie, recipe, article, product, and place.

3. Content types by platform

Facebook

- Special promotion codes for instance, "get 10% off when you book online with the code xxx."
- Regular contests to keep the audience interested
- Brand-related news and stories
- News and stories pertaining to the brand category
- Graphics, gifs, video, and photos
- User-generated content (UGC) includes customer tales, interactions, positive reviews, and more. It also includes being aware of important dates and utilising events to access seasonal or trending content.
- Summer vacations, bank holidays, Valentine's Day, etc. Sharing additional pertinent Facebook or other channel content

Twitter

- Sharing blog posts to drive traffic to your website
- Re-tweeting followers and following images/tweets
- Sharing interesting content about your brand / category (shareable content)
- Promoting Instagram images through Twitter
- YouTube videos / Discount codes / Competitions
- Promotions
- Creating content around trending topics (using relevant Hashtags)

Instagram

- High quality shots and videos
- User generated content (UGC) re-posting content from your existing followers will increase brand favorability
- Hashtags are key to using Instagram successfully and relevant, popular hashtags must be used to accompany the posts

LinkedIn

- Publish owned articles and articles from credible sources.
- Industry insights, brand category and business insights.
- Share good news (business-focused, awards etc.).
- Avoid being 'salesy' and avoid anything overly political or controversial.
- Maintain a professional tone of voice – this isn't quite the same as Facebook so it's good to have a more business approach.
- Share other people's articles from LinkedIn Pulse (a collection of publishers content)

Pinterest

- Instruct graphics (or infographics) are useful because of their DIY, how-to nature.

Rich Pins: There are four different types:

1. Product Pins – Real-time pricing, availability, and info on where to buy your product.
 2. App pins - so people can download your app without leaving Pinterest.
 3. Recipe pins - ingredients, cooking times and serving sizes.
 4. Article pins - a headline, author, and story description.
- Board names should be engaging and reflect the personality of your brand.

4. Content planning**Content calendar**

You must plan with a content calendar in order to effectively manage your ongoing communications. This will allow you to plan around significant industry events and other crucial dates in addition to ensuring that your material is ready in plenty of time for publication. The more in advance you organize your material, the more likely it is that it will flow consistently, which is essential for gaining a following.

There will be instances when you'll want to respond swiftly to a news item or trend; postings that are published at the right moment often receive a lot of shares. So, making room for flexibility is a smart idea. You could want to aim for material that is 80% proactive and 20% reactive.

Start developing a content strategy once you've determined your brand's tone, content niche, audience personas, and the best channels to leverage. Segmenting the content by objective, such as generating site traffic, boosting sales, or awareness-building, is an excellent idea. The following actions after releasing and advertising your content are measurement (explained below) and adaptation. You can maximize the most effective network content by keeping a careful eye on what performs well and what doesn't.

Frequency and Consistency

Don't expect to go viral after a few posts. It's a busy market out there and your customers are bombarded with a lot of content daily, so it'll take a while for your message to cut through. It's important to maintain a consistent presence and tone – without overloading your audience and risk getting unfollowed, so finding the right balance is important.

The frequency will vary by platform (and objectives) but 'quality over quantity' is a good rule of thumb. The more relevant and interesting the content, the more likely it will be shared and liked. If you find the content genuinely interesting, it's likely some other people will too. And that's more impactful than 'wallpaper' posts.

Original content versus reposts

It's crucial to strike the correct mix between reposts (material that supports your brand category or brand positioning) and original content (news, photographs, and videos about your business). In order to increase the range of material you can use to link back to your brand and generate brand awareness in the early phases when you may not have a lot of content, you need have a well defined strategy that links to your USP.

5. Measurement - Key Performance Indicators

In order to achieve the objectives for Facebook outlined above, measurement and learning from what works and what doesn't is key. Facebook's Insights platform offers in-depth stats on each Facebook post and provides the most up-to-date and accurate figures on your audience and your posts' interactions.

Key metrics to look at to analyse Facebook performance:

Volume of likes – the number of people who like the page

Reach – how many people have seen your content

Engagement - how many people engage with the content (likes, comments, shares)

Click-throughs – how many people have visited the website from the posts

Conversions (tracked in Google Analytics) – how many people clicked to the website then booked a tour

For promoted posts, you should track the following metrics:

- Paid Reach, which is the number of people who saw the post because of your promotion
- Organic Reach, which is the number of people who saw your post naturally
- Actions, which is the number of clicks, likes, comments, and shares on the post
- Cost per action, which is the total cost divided by all actions
- Cost per click, which is the total cost divided by all clicks
- Conversions, which is the number of bookings tracked in Google

Twitter Measurement

To determine the success of the content against the key goals and objectives, it's important to keep an eye on:

Key metrics to analyse Twitter performance:

- Followers, the number of people who follow your account.
- Reach, the number of people who saw the content.

- Engagements, the number of people who clicked, retweeted, or commented on the content.
- Click-through, the number of people who visited the website.
- Conversions (tracked in Google Analytics), the number of people who clicked to the website then made a purchase.

For promoted tweets, you should measure:

- Impressions – the number of times your promoted tweet is shown
- Engagements - how many people clicked, re-tweeted or commented on the promoted content
- Clicks – how many people clicked on the post
- Cost per engagement – Total Cost divided by Total Engagements
- Cost per Click – Total Cost divided by Total Clicks
- Conversions – the number of sales tracked in Google Analytics from clicks on the post
- Conversion rate – the Number of sales divided by Total Clicks
- Cost per Conversion – Total Cost divided by Total Conversions

Instagram measurement

Currently, Instagram doesn't offer an analytics package, however you can measure the basics likes, comments and followers. The key to measurement is learning month to month and posting more of what works and less of what doesn't. This will highlight what types of posts the audience resonates with which will inform future content strategy.

Tips:

- **Controlled use of hashtags:** Use hashtags, sparingly. The overuse of hashtags can look 'spammy' – stick to 4 or 5 relevant hashtags at the most to expand the reach of your image or video.
- **Engage:** Engage with other related accounts. Commenting on a high-profile account's image will instantly provide more visibility within the audience you're trying to reach.
- **Monitor:** Monitor hashtags and keywords to gain a view on who is talking about your brand category.

LinkedIn measurement

The Analytics tab provides companies with metrics and trends about their company page. Company page administrators can view very rich data about their company page, these include:

Updates:

- **Impressions:** The number of times each update was shown to LinkedIn members.
- **Clicks:** The number of clicks on your content
- **Interactions:** The number of times people have liked, commented on or shared each update.
- **Followers Acquired:** How many followers you gained by promoting each update.

Followers:

- **Follower Demographics:** A breakdown of who's following your company
- **Follower trends:** Showing how your number of followers has changed over time.
- **How You Compare:** Your number of followers compared with other companies.
- **Visitors:** Unique Visitors to your brand page
- **Visitor Demographics** – details on who's visiting your page
- Onsite Measurement

6. Evaluate your social media strategy regularly

As with any approach, it's crucial to frequently assess how well your efforts are performing in comparison to your goals and adjust your tactics or strategy as necessary. Schedule frequent temperature checks for all of your channels once you have set up your accounts and created a social media management routine to keep a consistent presence. It's a good idea to conduct a monthly activity review so you can assess the effectiveness of your most recent posts and activities. To measure monthly activity, pull out a simple table and place it next to your critical indicators (such as total followers, reach across platforms, site hits, etc.).

A thorough analysis of your social statistics every few months is also beneficial. The on-platform analytics tools offered by each platform are a wonderful place to start, but you can also use tools like SocialBro and Hootsuite's "Grade Your Social" to evaluate your social media presence in just one click and get reports on your reach, engagement, and profile strength. Make sure you haven't been neglecting a particular social media channel if you notice that your clients aren't engaging as much there. Similarly, if you discover that a particular article type is successful, include more of these in your content calendar.

The initial goals for your social activity may change over time; for instance, where you formerly aimed to increase sales, you may now be looking for brand loyalty. It is time to change your strategy because this is a logical progression of your marketing efforts. To develop your new plan, go return to your initial activity and the beginning of this guide.

UNIT 2.2: Content Seeding

Unit Objectives



At the end of this unit, participants will be able to:

1. Describe influencer seeding and its importance
2. Enlist different kind of media businesses use for content seeding
3. Discuss popular platforms for content seeding
4. Create content seeding marketing strategy

2.2.1 Introduction

Content seeding promotes a brand's goods or content where the target market is actively interacting. The act of "content seeding" is placing content where it will hopefully take root and develop. Companies use a variety of media platforms, such as user-generated content, collaborative places like online communities, and content that incorporates user input. By using these techniques, brands generate a cycle of interaction that increases their brand's or product's visibility and reach. Simply put, content seeding is the act of spreading out your content across a variety of platforms so that more people can see it and engage with it. You might post a link to your latest blog on Twitter, share an excerpt from your eBook on LinkedIn, or post a video of one of your recent speeches on Facebook.

Influencer Seeding

Giving items or services to influencers with the goal of receiving positive reviews and visibility is known as content seeding. "Influencer seeding" is another name for this kind of material distribution. Brands do this in the hopes that influencers would advertise the good or service on their social media channels. Businesses can increase brand awareness by working with influencers who have the same targeted demographic. We do not, however, imply that you must speak to the influencer with a million followers.

When choosing an influencer, consider factors other than following count. Instead, consider reaching out to smaller influencers who have more active fan bases and are more likely to promote your goods or services. Additionally, keep in mind that social media sites are overrun with marketing advertisements. Use word-of-mouth credibility to help your product or service stand out.

Due to the increase of influencers, consumers are shifting their purchasing habits. Influencer seeding and content seeding have replaced brand partnerships as the primary methods of seeding. In fact, a study by Tomoson found that compared to more conventional forms of advertising like TV ads or banners, nearly half of all consumers are more inclined to make a purchase based on an influencer's suggestion.

Goal of Content Seeding

- The initial phase of content seeding aims to persuade industry leaders or other businesses that your brand is worthy of being shared with their audience.

- The main objective of content seeding is to produce the best viral effects possible, including brand awareness building, backlink generation, increased web and social media traffic, customer acquisition, and revenue growth.

2.2.2 Kind of Businesses Use for Content Seeding

Owned media: Companies distribute content through a variety of channels. Owned channels, social media networks, and the firm website are the most popular ones. Because businesses have administrative and creative control over their media, they may seed their material however they see fit and assess its efficacy.

Earned media: Any publicity you obtain that is earned and does not come from you directly is referred to as earned media. Reviews, word-of-mouth advertising, and social media shares are some examples. Companies accomplish it through engaging in publicity stunts, reaching out to journalists, or just encouraging online brand discussion. Influencers, public relations, product or business reviews, and social sharing by fans are all examples of earned media.

Paid media: Paid media can be divided into two categories: traditional advertising and online advertising. Paid media is any marketing that requires payment. Print commercials, radio ads, TV ads, and billboards are all examples of traditional advertising. Search engine results pages (SERPs), ads on websites, and social media platforms are all included in online advertising.

1. Most Popular Platforms for Content Seeding

As long as you provide excellent material, you can use any social media network for content seeding. But pick the best channels to broaden your audience and get the most out of content seeding.

The most often used websites for seeding content are:

Facebook, which has over 2 billion active users, is a fantastic location to distribute your material. Usually, Facebook posts with a lot of engagement perform well on other social media sites.

The best platform for promoting your material is Twitter, which has 330 million active users. Compared to tweets without photos, tweets with images get 150 percent more retweets. Therefore, be sure to include images in your tweets whenever you can.

Companies use LinkedIn, which has 500 million active users, to share their content with professionals. Six times as many people will share a LinkedIn post with a video than one without one. Reddit receives 330 million unique visitors per month. It is an easy way for businesses to connect with prospective clients.

You can plant material in the form of debates using forums. Seeding forum information serves a variety of functions, including social media marketing and distribution. When looking for communities to seed your content, forums like Growthhackers, Indiehackers, and Morioh are wonderful places to start.

2. Creating Content Seeding Marketing Strategy

The act of dispersing information to foster participation is known as content seeding. Typically, it entails using an influencer, thought leader, expert, or regular consumer as the seeder. To reach a wider audience, the seeder generates content and disseminates it via social media platforms.

The goal of content seeding is to raise the likelihood that the content will become popular. Without additional marketing effort, popular social media material that has been seeded may go viral. Let's look at how we can launch the seeding effort.

Develop the goal

You must establish the purpose of your seed before you can begin working intensively on the content seeding campaign. What do you hope your article will accomplish? Do you wish to raise brand recognition? How can I increase brand trust? Making material that will be effective is simpler once you are aware of your goals. Since boosting your brand is the ultimate goal of seeding, it is extremely similar to marketing in that regard. However, to be effective, seeding uses social ideals and approaches as opposed to conventional marketing strategies.

Research Influencers and Companies

You can reduce the number of potential influencers and businesses on your list as long as you have your persona profile. Find the influencers who your audience would follow based on their preferences, issues, traits, etc. If you're not sure where to begin your search, Google influencers or look into the popular hashtags and subjects that are pertinent to your business. Additionally, you may find the influencers who will be best suited for your content seeding strategy by using various blogger outreach tools.

Negotiate with Influencers and Companies

At this point, you must persuade the influencer that a possible partnership with your brand will benefit both parties. Influencers and businesses are concerned with their image. Try to persuade your company to uphold its reputation rather than damage it.

- Give a thought-provoking suggestion.
- You won't be the only one involved in the creation process, so be prepared to compromise on the content direction.
- Influencers should be introduced to your product or service and told how customers would profit from it.
- Specify a price range.
- Discuss KPIs and deliverables in negotiation

Using influencers and companies as seeds can also aid in future relationship-building. You must provide them something of value in order to win their desire to cooperate with you once more.

Create Content

- Create a brand message first. You'll be able to create far more powerful content in the future once you know what your firm stands for and represents.
- Create a ton of ideas! Start coming up with ideas for blog posts, videos, social media updates, etc. after you've figured out, you're branding. When it comes to content publication, the more options you have, the better off you'll be.
- Make use of timeless subjects. These are subjects that are constantly pertinent and will hold people's interest over time. For instance, "how to's" or trend analysis articles are successful throughout the year.

- Use innovative content formats. Try experimenting with various video formats, infographics, or interactive experiences instead of sticking to the typical blog post.
- Ensure that your material is actionable and beneficial. It is one of the essential elements that will distinguish your marketing efforts from the competition. Customers are more inclined to return to you if you can offer them genuine value.
- Finally, make sure to test and evaluate your outcomes! Utilize analytics tools like Hootsuite Insights or Google Analytics to monitor how well various types of content perform in comparison to one another. You can alter your plan using this data until you find the optimal approach for your company.

Share the Content to Influencers'/Company' Channel

There are many ways to seed content so that it reaches the right audience. One way is to use partners' channels to promote your message. It means finding people who have a large following and a high level of trust within their respective industries and getting them to share your content with their audiences.

Like, Comment, and Share

When an influencer posts anything related to your brand, engage with the post. You can do this by commenting and liking the post. If the feedback is negative, you can thank them for their honest review and find out how you can make improvements.

Measure the Result of Content Seeding

When you distribute material, it's critical to track the results to see if your investment was worthwhile. There are various methods for doing this. To start, examine the traffic data. It will display the number of visitors to your website as a direct result of the planted content. Web analytics software can also be used to determine how long visitors stayed on your website and which pages they visited. Finally, you may determine how effectively the material resonated with your audience by using engagement indicators like social shares and comments.

Two Things You Should Keep in Mind

1. Transparency

When adding paid placements to your website or blog, be transparent. It means labeling the placement as "Paid" and not disguising it as organic content. Paid placements can come in many forms, such as Sponsored Posts, Paid Reviews, or even Ads.

2. Limited Reach

One of the main challenges with content seeding is its limited reach. Even if the audience shares the content, it's difficult to determine how many people will see it. Additionally, because seeding is often used to generate awareness for a product or service, it can be challenging to track whether the campaign was successful in the long run.

UNIT 2.3: Social Media Branding

Unit Objectives



- At the end of this unit, participants will be able to:
1. Explain brand and brand identity
 2. Describe how to build a brand on social media
 3. Elucidate how to create brand's social media presence
 4. Define brand aesthetic
 5. Describe benefits of creating brand's social media brand
 6. Create a perfect brand aesthetic for social media branding

2.3.1 Introduction

There is a lot more to social media branding than what first appears. In the age of social estrangement and nationwide lockdowns, social media is the only thing keeping people in touch. Platforms like Facebook, Instagram, Twitter, LinkedIn, and others provide a ton of value to businesses of all shapes and sizes when it comes to brand building. When you look at the statistics, it's difficult to contest this fact.

One of the most important goals for small- to medium-sized businesses is brand awareness, and social media is one of the simplest and most accessible ways to achieve this goal. Businesses may reach and sway a broad audience by developing a strong social media brand. So, how can you create a strong online presence?

The first step is to be aware of what to accomplish prior to starting your business, which includes grasping the fundamentals and then putting certain pointers and methods to use in order to develop and boost your brand online.

What Is a Brand?

Simply stated, a brand is how customers view your company, its goods, and services. Your website or logo are not this (although they play a crucial role in building a brand). Building user perception of your brand is the aim of every business. Whether you promote your brand actively or not, this perception already exists. The main goal of brand development is to mould and control public perceptions of your company.

What Is a Brand Identity?

Your company's identity is represented by its brand. Your brand identity communicates the values, concepts, and personality of your company as well as how it appears visually. This is how clients recognise you; it fosters client loyalty and gives your staff a sense of organisational pride. Your brand is elevated when it has a nicely developed brand identity. A well-designed visual identity communicates who you are, what you stand for, and why your customers should care about you right away, from your logo to your website to your social media presence.

On the contrary, a weak brand identity can impede your brand experience. Most businesses assume that by just having a logo, a colour scheme, and a brand book, they've done what's necessary to build a brand identity. But if your visual identity isn't well-thought-out and consistent across all your communication, it reflects poorly on your brand and fails to tell a cohesive brand story. This restricts you from building a meaningful connection with the people you're trying to reach.

When considering instances of brand identities, a select few companies have successfully engaged and seduced their target audiences with their brand identities for decades. For instance, Coca-Cola was founded way back in 1886, and even if the company has updated its identity over the years, it has kept its fundamental qualities from the beginning, which dates back 133 years. This includes the instantly recognisable bright red and white colours that serve as the brand's trademark, as well as the typeface that is generally recognised as Coca-Cola.

2.3.2 Tips on How to build a brand on Social Media

Step 1: Start with the basics

To start a business and build a brand on social media, you need to get your foundation right, which includes the following:

A well-designed logo

How will your users be able to tell that an infographic you uploaded, or a particular movie was made by you? Or is it your company's brand that frequently posts these amusing and clever updates? You can't use your company name in every social media platform. Your logo quietly but efficiently promotes your business. Your viewers can detect how professional you are by looking at your logo. For instance, you could make an infographic and include a lengthy, tiny-font link to your company's website at the end of it.

How many people do you think will notice or pay attention to that? But if you put a professional logo, it comes into notice, and people know who has posted the infographic. Your logo gives a face to your business, and it can be a powerful tool to build a strong brand on social media.

Brand message

The essential value proposition of your brand and the language you employ to communicate it are referred to as the brand message. You could use a sarcastic, snarky, pleasant, or formal tone, for instance. This is what connects a certain audience group to your brand, inspiring, encouraging, and ultimately persuading them to purchase your goods. You may instantly connect with that audience group through social media. Additionally, you may capture their attention and spread your business message by routinely interacting and connecting with them.

Brand voice

The distinctive personality that your brand communicates through its brand voice. For instance, picture yourself at a cocktail party where one of the guests stands out for being funny in a certain way. Talking with them is a completely different experience depending on how they express something, the words they use, and their personalities. You immediately think of that person when you relate that joke to someone else.

Building a great social media brand can be facilitated by using a consistent brand voice and clear communication in your postings.

Step 2: Build a compelling brand story

Would you turn away from a good story? Human beings love stories, and storytelling is central to human existence. Telling someone a compelling story that your users can personally relate to can have a powerful effect on getting them on board. When they feel like they're part of that story and they have a role to play in it, they'll be more inclined to engage with you.

Step 3: Tell this story to your audience - consistently

Every social media platform differs from the others. While these platforms operate very differently from one another, at their heart they all promote greater connections and aid in keeping friends and family in touch. Once you are aware of your brand's story, you must distil it into brief, digestible social media posts. On Instagram, you must use images to communicate the tale rather than words like you can on Twitter. On Facebook, though, you may combine the two. You can convey your tale and interact with the audience by comprehending the platform, its audience, and how that audience responds to your content. But consistency is the key to developing a successful brand on social media.

You can't post once a week or once every few days and expect your users to engage with you. You need to have a steady and consistent schedule. This process can be made a lot easier with the help of a social media scheduler.

Step 4: Don't plug. Converse.

While you're telling your story, make sure that you're actively conversing. Focus on building a two-sided relationship with your users by interacting and by genuinely caring. Avoid using your social platforms to plug in your products. Cash in on active trends and have a conversation maintaining your brand voice and personality. For your business to grow, your customers need to connect with your brand and your values.

Step 5: Talk like a human

It's not fun to converse with a robot. So, stop using corporate jargon and start communicating with your clients directly. Maintain a more conversational tone. Please don't be afraid to address your users by their first names and use informal language. How would your brand respond in each circumstance if it were a person?

Would they say, "We're sorry for the trouble." Or perhaps someone might remark, "I'm very sorry Jill that you had to go through that. Please DM me the details of what happened, and we'll work to come up with a quick fix for you. You may increase the relatability of your brand by speaking like a real person with a personality. And if you, do it right, it might even become popular.

2.3.3 How to Create Your Brand's Social Media Presence

Social media has absorbed a significant portion of our everyday life because of the abrupt transition from traditional to digital media. Social media influences everyone's life, whether they like it or not. Additionally, it has significantly improved both our personal and professional life. No matter who you are, social media still has a place in your life, whether you're an influencer, a social media manager, a small business owner, the proprietor of a clothing boutique, or a freelancer. The rivalry

of various social media platforms keeps rising with more than 3.8 billion active users, 90% of whom utilise social media as a marketing tool. One requires a solid social media branding strategy to stay active and effective on various social platforms. One of such strategies is to create your brand's social media aesthetic. This is one of the most effective social media branding strategies that allow you to communicate your brand's tone and style while effectively establishing a remarkable social media presence.

So, how do you create a social media brand aesthetic and amp up your social media branding strategies? Let's first start by understanding brand aesthetics.

1. What Is A Brand Aesthetic?

The term 'brand aesthetic' might sound fancy and bougie. However, when it comes to social media branding, your brand aesthetics ensure consistency in your content. That refers to your content's visual look or appearance that streamlines your brand's messaging, tone, and style. Consider your brand aesthetic as a vibe that helps you build a brand personality and effectively communicate and engage with your audience.

As per studies, consistent branding can improve revenue by 23%. Although just around 10% of businesses believe their brand representation to be extremely consistent. As your business thrives, so will your social media presence. It is therefore important to always be up to date with your social media branding game.

Benefits of creating your brand's social media brand

1. It helps you stand out from the crowd

By exhibiting your brand in an original and creative way, break out from the social media norm. You may be authentic and build a social media look for your brand that accurately reflects who you are as a company. Take a look at Rolex's social media aesthetic, for instance. It's subtle and elegant.

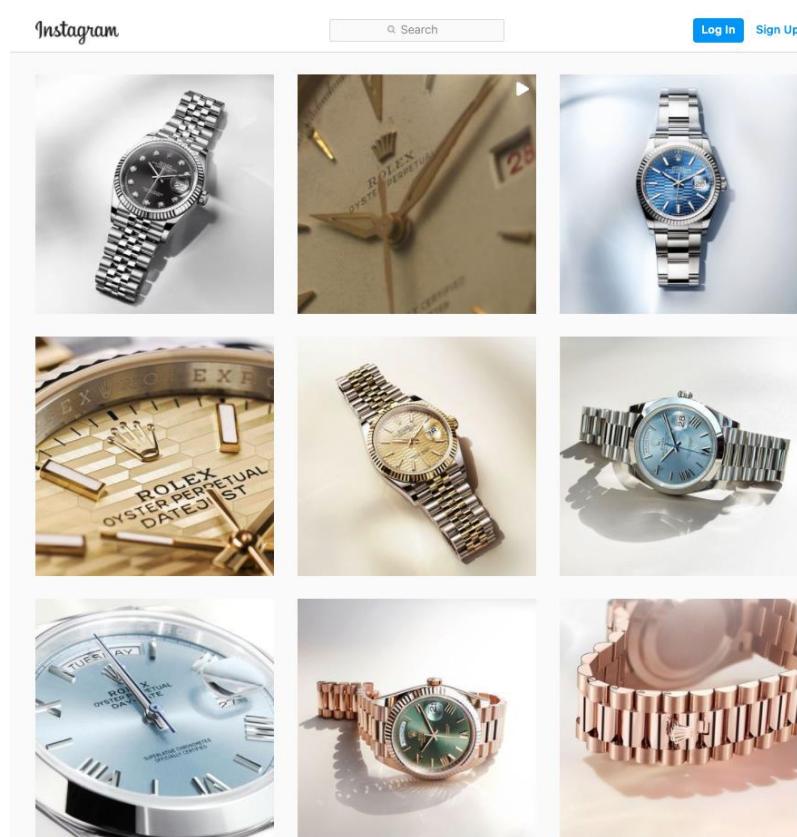
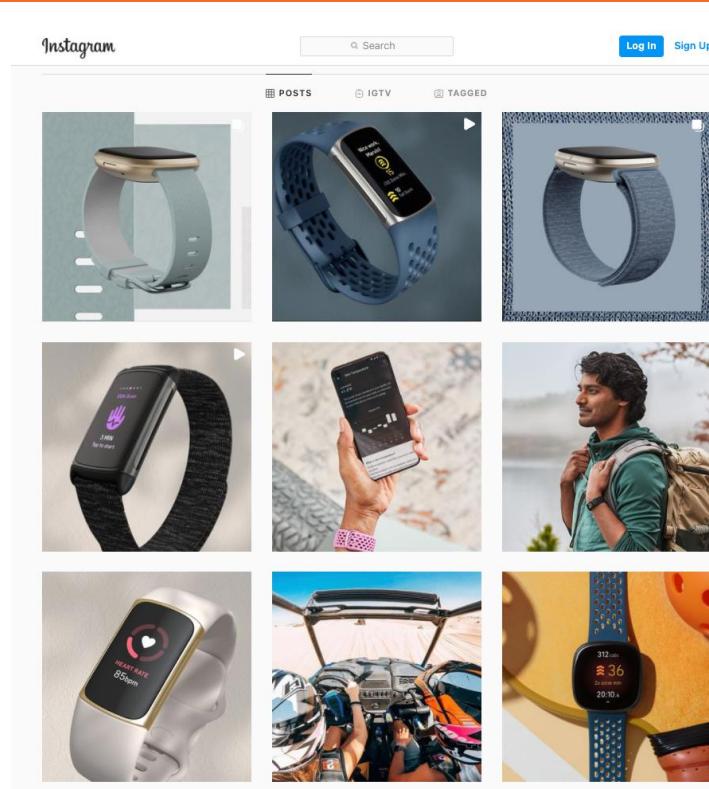


Fig:2.3.3.1:Rolex Instagram Page

Source: <https://logo.com/blog/social-media-branding#what-is-a-brand>



Fitbit's social media aesthetic is more colorful and vibrant. Follow your own path and be unique.

Fig:2.3.3.2: Fitbit Instagram Page

Source: <https://logo.com/blog/social-media-branding#what-is-a-brand>

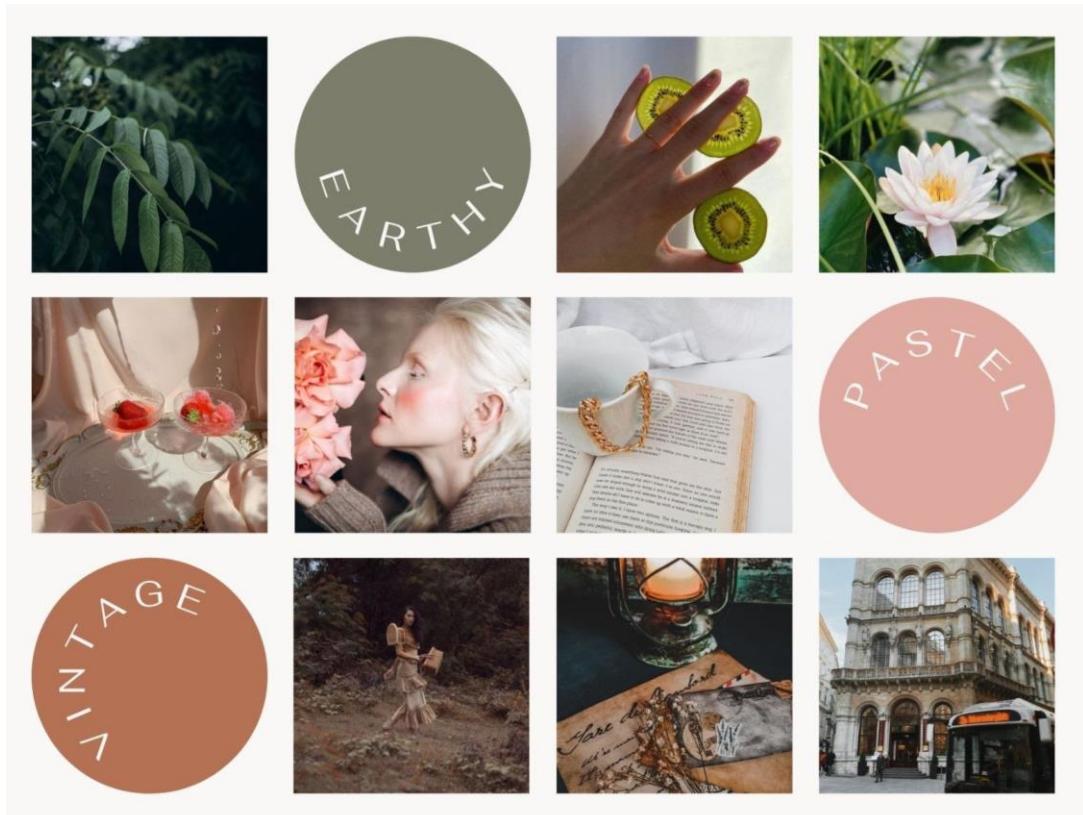
2. It creates cohesiveness

Coherence and consistency across all your social media platforms help your company better represent and showcase your brand identity to viewers. A pleasing synergy results from maintaining a consistent tone, message, colours, and so forth. The opposite of your social media branding strategy can be achieved by using images and material that are out of sync or mismatched.

3. It eases task management

You will increase your employees as your company expands and form teams for various departments. It implies that a team will be required for social media branding. Your staff will be able to stay informed on what needs to be posted, what content needs to be developed, and how it needs to be created and modified without having to wonder what will look good on the brand's social media pages. It will enable everyone to strive for the same objectives and be on the same page.

How To Create A Perfect Brand Aesthetic For Your Social Media Branding



Source: <https://logo.com/blog/social-media-branding#what-is-a-brand>

1. Understand your business and its audience

Your brand's identity influences your social media brand aesthetic. As a result, the more established your identity is, the simpler it will be to create an ideal and attractive aesthetic for your brand. Start by asking questions such as:

- What is our brand personality? (Quirky, adventurous, friendly)
- What is our brand tone?
- What are our core values?

Another helpful method would be to browse your business's website and marketing materials to see similar patterns and styles. It might help you identify elements you want to inculcate in your social media aesthetic and features you wish to remove.

It's also a good idea to think about your target audience's persona. What is your brand targeting, and what design styles are likely to grab their attention? Consider building a personal profile to learn as much as possible about your target audience's views, likes, interests, and habits.

2. Get Inspired from Everywhere

You should start gathering ideas and inspiration once you have a basic understanding of the brand colours and activities needed for your business to stand out. These ideas and inspirations are available everywhere. Check through the profiles of people in your target market and your competitors to see what branding principles they use on social media.

It's a terrific method to obtain an idea of what you want to do with the social media appearance of your company. Offline resources are another option. Consider flipping through magazine pages to see if certain typefaces or colours stand out to you. Pinterest is among the top social media sites to use for getting ideas for your brand's look.

3. Choose a color palette and font that represents your brand

The two most essential components of graphic design are colour and font, and they are crucial in creating a brand's look.

Different colours can evoke different emotions, including:

- Red is a colour that connotes intensity and urgency.
- Blue inspires confidence.
- Yellow is a happy, upbeat colour.
- Green conveys subtlety, serenity, and harmony.

Select a colour scheme that reflects the voice of your brand and harmonises with its current hues.

Fonts, on the other hand, help your customers recall your brand. When it comes to building a social media aesthetic, having a uniform and unique font as an overlay on your pictures can be really useful.

4. Make a kit of your aesthetic resources

It's critical to maintain all your brand's colors, fonts, and filters in one place after you've decided on them. Putting together a design toolkit allows you and your team to easily access these resources when designing a social media post or campaign. There are various platforms that allow you to store all your resources in one place, such as Google Drive and Dropbox. Both the platforms make it simple to compile an image library or folder relevant to your social media brand. Canva is another tool that allows you to create a style toolkit.

5. Align all your social media profiles

Finally, it's crucial to ensure all your social media platforms follow the same pattern. Make sure all of your profile images and channel names are the same on all the platforms. This helps you build a consistent brand presence across platforms. Next, follow the same aesthetic on all platforms, don't switch it up. It leads to inconsistent messaging. While these are a few dos to keep in mind when building your social media brand and its aesthetic, there are a few don'ts too that you should be mindful of.

5 Things to Avoid While Creating A Brand's Social Media Presence

A few don'ts that you could keep in mind:

1. Don't imitate competitors

It's acceptable to draw inspiration and ideas from your rival companies and competitors on social media, but don't steal their concepts. The first reason is that using someone else's work for your own gain is unethical. Second, copying someone else's social media branding strategies will prevent you from creating your own distinctive brand identification and standing out from the crowd. In addition, your followers won't be interested in learning more about your brand because you won't be providing them with anything new. Dare to be unique by developing your own distinctive social media look that represents your brand.

2. Don't post too much or too little

The feeds of your followers may feel crowded if you post too frequently. Instead of publishing individual images that make you appear spammy, it is advised to create carousels or album postings if there are related photos or a story you want to tell. However, by publishing seldom, you won't want your fans to lose track of your business. Because if you cease updating to your social media feed for a few weeks or months, your followers might stop following you and follow another brand instead. The best approach to social media branding is to establish a schedule for posting. The general rule is to only post one picture every day.

3. Don't stick to one format

It might come across as contradictory, but often brand's focus too much on aesthetics and don't try to experiment with their content. When you provide your audience with the same kind of content every day, they'll get bored of it. Therefore, you need to freshen things up and keep your audience interested by experimenting with your content. It doesn't mean changing your aesthetics.

You can offer something new without compromising on your aesthetics. There is no need to create new content all the time; you can just repurpose the existing content and post it differently. For example, converting your infographics into a carousel post or video.

4. Don't ignore your audience

Sometimes brands are so focused on maintaining the aesthetics of their feed that they forget they have an audience to cater to. While having an aesthetic brand page is essential for your social media branding, it is vital to focus on what piques the target audience's interest since they are the ones who will buy your products and services and determine its growth.

Know your audience and ensure that the content focuses on being relevant, informative, and entertaining while meeting your brand's aesthetic needs.

5. Don't ignore your logo and design

Last but not least, one of the most common mistakes brands make is ignoring their logos and design. To save expense, brands often choose low-cost logo design services, resulting in a stock image logo that creates a poor brand identity. Your logo is a visual identity that reflects everything your brand stands for, and it is a critical aspect of your business. As a result, you should not contemplate it and find what fits appropriately with your brand. Scrutinize what you genuinely want and let your creative juices run to create a logo that truly reflects your brand.

6 Actionable Strategies for Social Media Branding

Every organisation has the problem of maintaining brand consistency across all marketing channels. How do you ensure that your brand image is consistent throughout all your marketing materials, including emails, TV advertising, social media postings, and more? How can you tailor your message to different target segments without straying too far from your core values? How can you be sure that users will be able to recognise your brand even if they are viewing it for the first time on social media?

The following five methods can assist you in developing that consistency:

1. Get your basics right

This includes your logo, brand colors, your fonts, tone of voice, etc that stays consistent across. Your logo can't be red on one social media platform and white on another. This brand consistency helps your branding in the long run.

2. Push your visual branding

You've got your color palettes and logo consistent across all channels. Now try and include those colors in the images and videos that you share. Try and stick to a color scheme and keep that consistent across. For example, if pink is your core colors, make sure all your posts and videos have a hint or shade of pink in them.

3. Get your marketing personas right

Your marketing persona on TikTok will be different than the one on Facebook. Create multiple marketing personas and assign it to each social network that you're present on. Examine that platform's demographics and how they fit in with your personas. Find that middle ground and then create content to talk to those personas.

4. Be consistent with your voice and tone

Don't sound like a hip millennial one platform and a serious corporate professional on another. Visuals will attract your audience but it's your copy that will close the deal. Your brand voice is consistent; it's your tone that changes depending on where you are, who you're talking to, and what you're talking about. For example, you cannot sound peppy when addressing a serious issue.

5. Create different accounts for different areas of focus

If your business is large enough or has a diverse set of products and/or services, you could consider creating multiple accounts for them. The advantages of having these different accounts include being able to hyper-focus your branding, cater to a specific audience and serve up relevant content.

UNIT 2.4: Blogger Outreach

Unit Objectives



At the end of this unit, participants will be able to:

1. Define blogger outreach
2. Explain importance of blogger outreach as a marketing strategy
3. Delineate an approach to develop a compelling blogger outreach strategy
4. Explain SMART goals
5. Elucidate how to organize and manage outreach strategy
6. Describe how to optimize and evaluate the outreach strategy

2.4.1 Introduction

Blogger outreach is the process of strategically communicating and building relationships with industry influencers and publishers to achieve a specific goal, including:

- **Content marketing and SEO:** Landing guest posting opportunities, promoting new content, and earning new backlinks.
- **Influencer marketing:** Building valuable partnerships with key influencers in the industry.
- **PR:** Increasing brand awareness and getting more exposure through content.
- **Partnerships:** Promoting your products and services to massive audiences.

A blogger outreach strategy can also help with a variety of other objectives. You may promote a potential win-win for both parties by identifying the ideal bloggers, which will help your company expand significantly in a variety of ways. Let's take the example of a construction firm owner who wants to use blogger outreach to market their products. To cross-promote your work, you may compile a list of blogs in comparable fields like interior design or real estate.

Although your audiences are rather similar, you are not direct rivals. This might be a fantastic approach to increased awareness and (perhaps) attract new customers. Finding the platforms where your audience hangs out is essentially what blogger outreach is all about.

Why should I adopt blogger outreach as a marketing strategy?

Blogger outreach gives you the opportunity to borrow the trust others have built and use it to promote your own business. In the words of Al Ries and Jack Trout, authors of *Positioning: The Battle for Your Mind*: “To be successful today, you must touch base with reality. And the only reality that counts is what’s already in the prospect’s mind.” Blogger outreach and influencer marketing are some of the best strategies to associate your products and services with what’s already in your prospect’s mind. Bloggers and publishers have loyal audiences that know, like, and trust them. By associating your brand with those bloggers, their audience is more likely to trust you too. That’s one of the reasons influencer marketing is dominating the market. Roughly 80% of entrepreneurs find influencer marketing effective.

2.4.2 A 9-step-approach to develop a magnetic blogger outreach strategy

1. Define your objective.

Setting specific, measurable goals at the outset of your outreach effort is a good idea regardless of the project. You can use these objectives as precise benchmarks to gauge your progress. Otherwise, you have no way of knowing if your campaign was worthwhile. Even if you get good outcomes, you might learn more about your genuine performance by comparing it to your baseline objectives. Prior to creating any outreach emails or compiling a list of various bloggers, start by establishing clear objectives.

What goals do you hope to achieve with this campaign? Higher sales? Amplify brand awareness? Create a few backlinks?

At this stage, the SMART approach to goal setting can be helpful.

SMART stands for Specific, Measurable, Attainable, Relevant, and Time-based. This framework gives you clear criteria to develop solid goals.

For example:

- “Land 5 guest posting opportunities within 30 days.”
- “Build 10 new quality backlinks in the next 15 days.”
- “Build relationships with 3 major influencers in 3 months.”
- “Grow our blog traffic 15% by next quarter.”
- “Get 50 new customers within 60 days.”

Take a moment to define exactly what you're trying to achieve, as the next steps will depend on your goal.

2. Define your success criteria

Once you have a certain objective in mind, it's time to specify your success parameters. Specifically, what being "the correct" blogger means to you.

In the next phases, you'll compile a list of bloggers using these criteria. These standards could change based on your industry and particular objectives. If your objective is to secure guest blogging opportunities, for instance, you could want to use "blog traffic" and "audience engagement" as your primary standards for evaluating potential bloggers. However, you might take into account additional indicators like Domain Authority (DA) or Spam Score if you're seeking to build backlinks. To assess your prospects, we advise you to make a list of two to three factors.

Audience engagement

To evaluate the level of engagement of a specific blog, we suggest you pay attention to two things:

1. **Comments:** Does this blog's audience tend to add comments?
2. **Social shares:** Does this blog's audience tend to share content on social media?

For example, if we take a look at SmartBlogger.com, we can find their audience is pretty engaged. In the first page alone, we see a couple posts with dozens (or even hundreds) of comments.



How to Start a Blog: Easy, Step-by-Step Guide for Beginners

Jon Morrow • 229 Comments



How to Make Money with Kindle Direct Publishing [Case Study]

Ayodeji Awosika • 61 Comments

By using SharedCount.com, you can also calculate the number of social shares each post has. Simply enter the URL of the page you want to track, and the tool will give you the exact number.

For instance, SmartBlogger.com's post "How to Start a Blog: Easy, Step-by-Step Guide for Beginners" has racked up 3.9K shares, which is a good indicator of engagement.

Nº URLs

1 <https://smartblogger.com/how-to-start-a-blog/>

[Export to CSV](#)

[Clear all](#)

Facebook Pins Total

2.6k ✓ 1.2k 3.9k

Total 2.6k 1.2k 3.9k

Traffic

Traffic is one of the best ways to qualify a target website. The question is: *How can you know how much traffic a specific website is getting?*

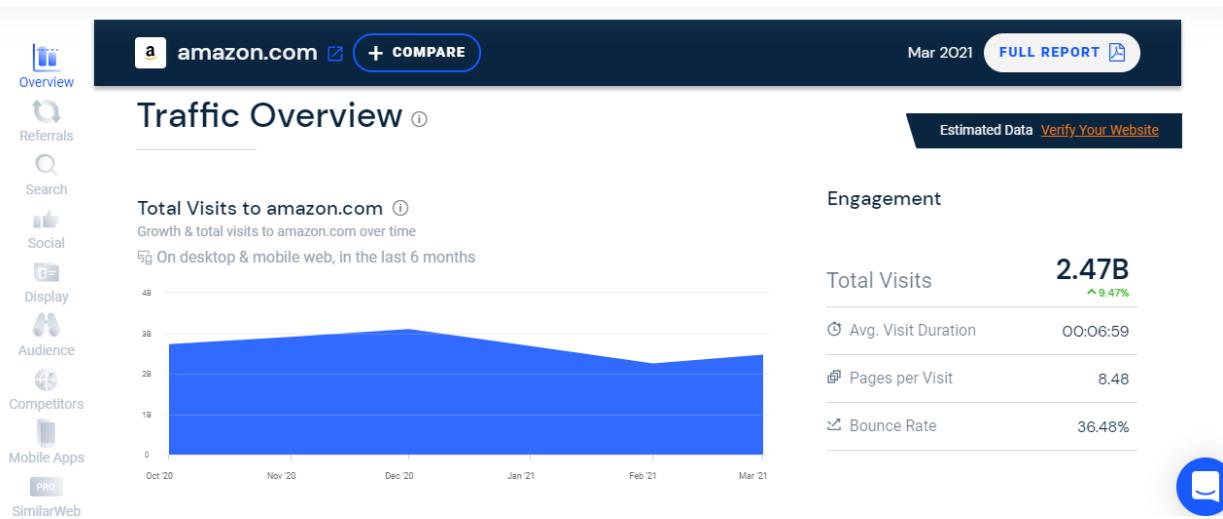
Here's where SimilarWeb.com comes in handy.

Similar Web is a business intelligence software that gives you an overall overview of a given website. Some of the metrics you can monitor include:

- **Traffic:** The volume of traffic the website receives on a monthly basis, as well as the average visit duration.
- **Organic:** Top organic and paid keywords the website is ranking for.
- **Competitors:** Top competitors of the website.
- **Audience:** A general overview of the audience that's visiting the website.

And many more.

Simply enter the URL of any website in the search bar, and Similar Web will show you different metrics about that specific site.



Similar Web is a helpful platform to spot potential targets for your outreach campaigns and make sure the bloggers you're including are worth your while.

If you're looking for bloggers with a high volume of traffic to promote your products and services, this is a good way to evaluate them.

SEO

Finally, we have SEO metrics.

If your goal is to get high-quality brand mentions and backlinks for your business, some important metrics to consider include:

- **Domain Authority:** The level of SEO authority of a given domain.
- **Page Authority:** The level of SEO authority of a given page.
- **Spam Score:** An indicator of the level of “spam toxicity” in each domain.
- **Content relevancy:** How relevant the backlink is in the content’s context.

These aren't, by any means, all the metrics you should consider when evaluating a website in terms of SEO value, but they are some of the most important.

To analyze these metrics, you can install MozBar, a free Chrome extension that evaluates websites based on Moz's most important metrics. Simply install the extension, visit the page you want to analyze, and the tool will provide you with valuable insights.



Marketing Basics: The 101 Guide to Everything You Need to Know ⁷⁴



It's a simple yet effective method to evaluate your list of bloggers in terms of SEO.

Based on your specific goal, take some time to define what success looks like for this campaign.

For example:

- "We want to target websites getting over 50k visitors per month."
- "We'd like to find bloggers with a highly-engaged audience."
- "We want to focus on websites with Domain Authority above 40."

Being specific will help you evaluate your list of prospective bloggers much faster and make sure the people you target are highly qualified.

3. Identify the right targets

At this point, you already know how to qualify your target bloggers. Now it's time to build your actual list of blogger prospects. To do it, a simple Google Spreadsheet may be enough.

For example, you can create a table with five columns:

- **Column A:** Name
- **Column B:** Website
- **Column C:** Email
- **Column D:** LinkedIn/Twitter
- **Column E:** Context
- **Column F:** Monthly traffic

Your final document might look something like this:

	A	B	C	D	E	F
1	Name	Website	Email	LinkedIn/Twitter	Context	Monthly traffic
2						
3						
4						
5						
6						
7						
8						
9						
0						
1						
2						
3						
4						
5						
6						
7						
8						
9						
0						

This table may look different, though, depending on your specific goals.

For example, if you're trying to build backlinks, you could replace the "monthly traffic" column for "Domain Authority." You can also add or remove columns at will, depending on your specific situation.

The point is that you should build a spreadsheet to collate the most relevant information about your prospects.

Once you have this document in place, it's time to start building your list. To do it, you can use one of the following methods.

Method # 1: Google

Simply head over to Google and type in one of the following search queries:

- Top blogs + "niche"
- Best sites + "niche"
- Top influencers + "niche"
- Major bloggers + "niche"

For example, let's say that I want to build a list of bloggers in the health space. In that case, I could search for "Top blogs + health" or "Best sites + health."

Then Google will provide you with tons of "Top sites to follow" kind of blog posts.

A screenshot of a Google search results page. The search bar at the top contains the query "Top blogs + "health"". Below the search bar are navigation links for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". A status message indicates "About 594,000,000 results (0.73 seconds)". The main content area displays a list of blog titles under the heading "The following are some of the top wellness blogs in areas of fitness, nutrition, and mental health." The list includes: Mindbodygreen, Sleep Junkies, Student Minds, Tiny Buddha, NPR Shots, Well - The New York Times (with a link to www.nytimes.com/section/well), Harvard Health Blog (with a link to www.health.harvard.edu/blog/), and Mayo Clinic Connect (with a link to connect.mayoclinic.org). At the bottom of the list is a link to "More items... • Dec 9, 2019". Below the list is a snippet from a website: "https://www.purdueglobal.edu › blog › student-life › valu...". A blue header "25 Valuable Health and Wellness Blogs to Follow in 2021" is overlaid on the search results. At the very bottom of the screenshot, there are links for "About featured snippets" and "Feedback".

You can use these list posts to start building your own list of potential bloggers. Simply visit each of the sites listed in the blog posts and evaluate them based on the criteria you defined in the previous step.

For example, if your goal is to look for sites with high volumes of traffic, you could use SimilarWeb.com to analyze each blog and prioritize them based on that metric.

If you want to build backlinks, you can use MozBar to analyze Page Authority and Spam Score.

And if you're looking for highly engaged audiences, take a moment to analyze their most popular content and see if there are any comments and social shares.

Method # 2: BuzzSumo

BuzzSumo is a content discovery platform that helps you find the top performing content in your industry. This is especially helpful to find relevant bloggers, trending topics, and content ideas for guest posting.

One of the main benefits of BuzzSumo is a feature called “Influencers.”

Basically, you can find key influencers in your industry by platform, including YouTube, Twitter, and Facebook, in just a couple clicks.

Simply head over to BuzzSumo, select “Influencers,” and type in a relevant keyword. Then, BuzzSumo will provide you with a list of relevant influencers based on the filters you selected.

<input type="checkbox"/> Select All		Actions	Page Authority ⓘ	Domain Authority ⓘ	Twitter Followers	Retweet Ratio ⓘ	Reply Ratio	Avg Retweets ⓘ	
<input type="checkbox"/>		Mental Health Fdn @mentalhealth mentalhealthfoundation ⓘ mentalhealth.org.uk the uk's charity for everyone's #mentalhealth, promoting good mental health for all. home of #mentalhealthawarenessweek.	65	70	225.1K	1	75	27.3	
<input type="checkbox"/>		UNC Public Health @uncpublichealth sph.unc.edu at the gillings school, we're on the front lines of public health, from disease prevention	60	91	51.3K	19	9	3.3	
<input type="checkbox"/>		Robert Wood Johnson Foundation @rwjf rwjf.org everyone in america a fair and just opportunity for health.	62	66	125.8K	39	13	8.4	
<input type="checkbox"/>		Time to Change @timetochange @timetochangecampaign ⓘ time-to-change.org.uk too many people with mental health problems are made to feel isolated and ashamed. we want	59	63	293.4K	2	48	79.3	
<input type="checkbox"/>		Bell Let's Talk @bell_letstalk @bell_letstalk ⓘ bell.ca/letstalk when it comes to mental health, now more than ever, everyone counts	59	81	205.9K	3	95	710.8	

Again, simply visit each influencer's profile and analyze their website based on your “success criteria.” If a specific blogger seems like a good fit, add them to your list.

Other helpful tools to find influencers and bloggers include:

- **Upfluence:** Outreach management platform with over 4 million influencer profiles.
- **BuzzStream:** Outreach CRM suitable for link building and content marketing.
- **Creator.co:** Influencer collaboration platform ideal to build partnerships.

4. Find your prospects' email address

Finding the email address of the bloggers you want to target is a crucial step. Otherwise, your results won't be as good.

A few decades ago, you'd have to approach this process manually. Fortunately, tools like Voila Norbert make the process way easier.

Voila Norbert helps you find the email addresses of any person in a couple clicks. All you need is the name and website of the person and Voila Norbert will do the rest.

Simply enter the first and last name of your prospect, as well as the domain name you want to track, and the platform will analyze (and verify) all the emails available for that specific domain.

The screenshot shows a search interface for 'Brian Dean'. At the top, there's a search bar with the name and a '@' symbol followed by 'backlinko.com'. Below the search bar are buttons for 'Filter by contact, company&t', 'Export', and 'Clean searches'. The main results area shows a profile picture of Brian Dean, his title 'Founder, CEO and SEO Blogger at Backlinko', and his email address 'briandean@backlinko.com'.

It's a great and efficient way to find anyone's email address quickly.

5. Create a detailed “target persona”

We've already discussed the importance of knowing your target bloggers and understanding what they want. That's why every successful campaign requires deep analysis and research.

Assuming that you already know your targets and not doing your homework is one of the most common mistakes in the outreach process.

Before reaching out to anyone, analyze that person's background and personality to develop a clear “target persona.” That is, a representative description of each blogger in your list, including demographics, psychographics, and contextual information.

This profile will guide you throughout the entire process and help you tailor your messaging to each prospect.

Sure, this will take you more time than the traditional approach of reaching out to everyone with just a semi-personalized email but will also give you better results. A solid blogger outreach strategy is more about quality than quantity.

The more you understand the bloggers in your list, the higher the response rate you'll get.

A typical target persona might look something like this:

Summary:
Age Range: 21-40
Top Professions: Interior Design
Average Income: \$100,000
Renter in urban areas
Prioritizes environmentally sustainable design

Top channels for outreach:

Mobile Phone Email Social Media

Source: <https://www.theagencyguide.com/blog/2021/05/31/blogger-outreach-strategy-a-complete-guide-for-2022/>

Some crucial elements you should consider when building these profiles include:

- **Demographics:** Location, age, gender, income, marital status, etc.
- **Psychographics:** Values, opinions, attitudes, interests, etc.
- **Channels:** Top channels for outreach (e.g., Twitter, email, phone, etc.)

Now the question becomes: how can you develop these profiles?

Here are two effective methods:

Method # 1: LinkedIn

At this stage, LinkedIn can be helpful. A quick look at someone's LinkedIn profile can give you valuable insights about that person, including:

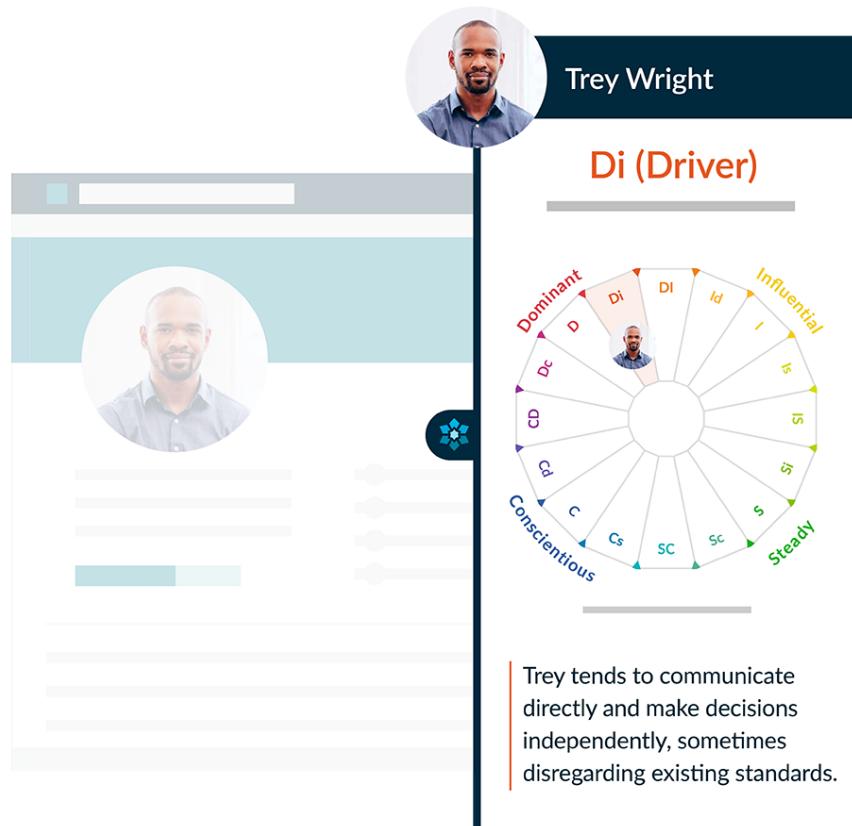
- **Background:** Previous jobs, schools they attended, professional achievements, and more.
- **Connections:** Mutual friends, employers, and/or colleagues who might introduce you to that person.
- **Personality traits:** Identify the influencers they follow, brands they like, and content they recently published.

And some others.

Before contacting your prospects, take some time to review their LinkedIn profiles and write down any information that seems relevant for your profile.

Method # 2: Crystal Knows

Crystal Knows is a social selling platform that gives you valuable information about your target audience, like personality traits, motivations, and even communication trends.



Source: <https://www.theagencyguide.com/blog/2021/05/31/blogger-outreach-strategy-a-complete-guide-for-2022/>

Crystal Knows' Chrome extension helps you analyze any LinkedIn profile and uncover key insights about the personality of your target audience.

This helps you know the approach you should take and the voice you must adopt to increase your chances of success, as well as tailor your message to each individual blogger.

By mixing LinkedIn with Crystal Knows, you're able to build enhanced target personas to get the most out of your outreach efforts.

7. Develop an attractive bait

With a clear list of prospective bloggers in place and a deep understanding of their personalities, now it's time to develop a bait. What can you offer that's valuable for your prospects?

This can be anything from money to recognition — even the opportunity to save time.

At this phase, it's time to don the shoes of your prospective bloggers and think of ways you can benefit them.

For example, if you're looking to land guest post opportunities, doing your research and providing topics with great potential can be enough to see results.

If you're looking to build backlinks, you might want to look for broken links you can replace.

And if you want to build promotion partnerships with influencers, then offering your products for free could be a good idea.

Whatever the case, think about anything you can offer that can be attractive to the bloggers in your list. Scheduling a meeting with your team to brainstorm ideas can help you come up with creative ways to "bait" your prospects.

8. Structure your messaging

At this point, you're almost ready to launch your blogger outreach campaign. Now it's time to develop your messaging.

The actual email you send will play a major role in the success of your campaign.

No matter how qualified your list is or how many emails you send, if your messaging isn't clear, you won't get very good results.

So, how should you approach this process?

Here's a quick framework:

Step 1: Find the core of your message

Business author Stephen Covey once said that "the main thing is to keep the main thing the main thing."

Though redundant, that phrase contains a critical truth.

In hopes of impressing the other person, many people lose sight of the core and fill their email with elements that don't add value to the overall narrative.

Your outreach email should be simple, concise, and straight to the point.

To do it, you should find the core of the message. That is, the overarching essence of what you're trying to say. You need to weed out all the non-essential elements that may distract your prospect from the main message and keep it simple.

How do you find the core?

Focus on two main things:

- **Your goal:** What are you trying to achieve?
- **The benefit:** What's in it for the other person?



Source: <https://www.theagencyguide.com/blog/2021/05/31/blogger-outreach-strategy-a-complete-guide-for-2022/>

If you keep your message focused around those two elements, you won't miss the core.

One of the easiest ways to do it is by summarizing your core message in a sentence. For example:

- "If you promote my products or services (goal), I'll pay you \$X and give you free access to my products (benefit)."
- "If you promote my newest blog post (goal), you'll get new social shares, and your audience will grow (benefit)."
- "If you replace your broken links with one of my blog posts (goal), Google will reward you with better rankings (benefit)."

By summarizing your core message in a sentence, it'll be easier to write a better email that's concise and simple.

Step 2: Unbury the core

Once you've identified the core of your message, you just need to make sure to "unbury" it.

For example, take a look at the following outreach email example:

Example A:

"Hi John,

Hope you're doing well.

My name is Peter and I work for a company called XYZ. We help business owners grow their revenue by developing strategic email outreach campaigns.

To date, we've helped over 1,000 brands grow their customer base. We are looking for new ways to promote our main course and expand our reach.

I've been following your work for a while and I think what you're doing with your blog is pretty amazing. I loved your recent post on how to develop a better email outreach strategy.

Since your audience is made of seasoned businesspeople, I thought we could find a way to work together. I was wondering if you may be interested in running a paid promotion on your blog.

Do you have some time tomorrow morning to chat about it?

Cheers,

Your name."

In this example, the core would be: “If you’re willing to promote my product (goal), I’ll pay you \$XX (benefit).”

However, the message is a bit buried.

To get to the core, the recipient has to read irrelevant information about your company, which might be counterproductive.

Let’s “unbury” the core:

Example B:

“Hey John,

I know you’re probably busy, so I’ll keep it short.

I’ve been following your work for a while and I think what you’re doing with your blog is pretty amazing. I loved your recent post on how to develop a better email outreach strategy.

Since your audience is made of seasoned business people, I thought we could find a way to work together. To be precise, I was wondering if you may be interested in running a paid promotion on your blog.

The product I want to promote is a course on how to land new clients through email outreach, so I thought it would be relevant.

And of course, I’d be willing to give you free access to the course.

Would you be interested in something like that?

-Your name”

As you can see, the second example goes straight to the point from the beginning.

And that’s pretty much the thick of it.

Next time you’re trying to write an outreach email, simply ask yourself:

- What’s the main goal of this campaign?
- How can I benefit this particular blogger? What can I offer?

The answers to these questions will help you craft simpler yet more effective outreach emails.

9. Organize and manage your outreach project

You should approach blogger outreach like any other project. Otherwise, your campaigns can become pretty chaotic. Here’s how you can approach it:

Streamline the whole process

The main stages involved may include:

- Phase 1: Preliminary research and data collection
- Phase 2: Develop “target personas”
- Phase 3: Find the right “bait”
- Phase 4: Structure the messaging
- Phase 5: Launch the campaign
- Phase 6: Analyze and optimize

Break down each phase into actionable steps or activities

For example, “Phase 1: Preliminary research and data collection” could be broken down into the following tasks:

- Task 1: Define success criteria
- Task 2: Analyze each website based on established criteria
- Task 3: Create list of qualified prospects

By chunking down the main phases this way, you're able to better organize your efforts, manage your team and, eventually, scale this process.

Organize your team and schedule activities

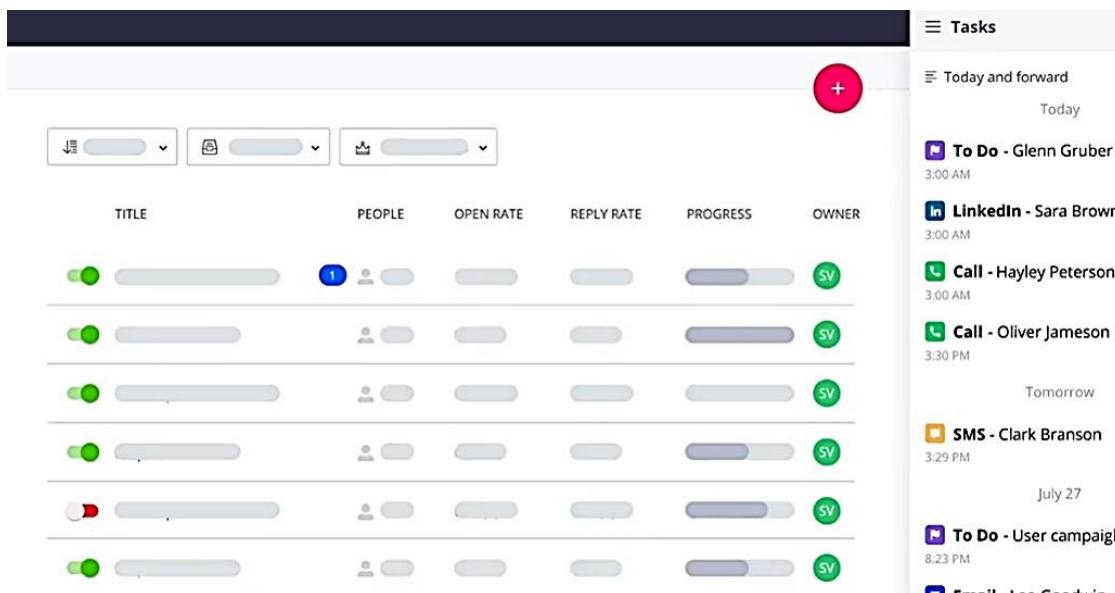
Once you have a clear list of tasks and activities, it's time to assign responsibilities to your team and schedule them accordingly. You should define who'll be doing what and when, as well as the estimated budget and time required to complete each task.

Leverage technology to increase productivity

At this stage, an outreach campaign management solution like Reply.io or SalesHandy can become a true competitive advantage.

This type of platform helps you streamline your outreach process and produce better emails through AI-powered features and tested frameworks.

You can also manage your outreach campaigns from start to finish, manage your team, and measure your performance with ease.



Source: <https://www.theagencyguide.com/blog/2021/05/31/blogger-outreach-strategy-a-complete-guide-for-2022/>

It's a great way to get more control over your processes and increase efficiency.

10. Measure results and optimize your strategy

Peter Drucker once said that “what gets measured gets improved.”

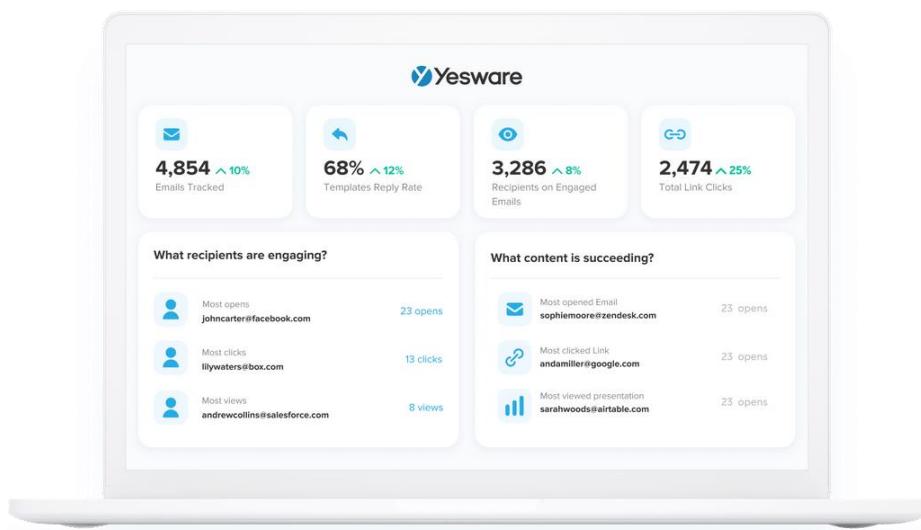
Blogger outreach isn't the exception.

If you want to get the most out of your efforts, you need a system to track and optimize your strategy.

Once your campaign is done, you should host a meeting with your team to analyze your actual results and compare them with your baseline plan. This way, you'll be able to collect feedback and plan your next campaign in a more strategic way.

Here's where Yesware might come in handy.

Yesware is an email tracking system that helps you monitor every time a prospect opens an email, clicks a link, downloads an attachment, or performs other important actions in your campaign.



Source: <https://www.theagencyguide.com/blog/2021/05/31/blogger-outreach-strategy-a-complete-guide-for-2022/>

This is especially helpful to understand the overall performance of your campaigns and identify your most engaged prospects.

By analyzing your open rates and other important metrics, you'll be able to improve the process continuously.

UNIT 2.5: Set and Exceed Social Media Goals

Unit Objectives



At the end of this unit, participants will be able to:

1. Define social media goals
2. Discuss the benefits of social media goals
3. Set clear goals for social media marketing

2.5.1 Introduction

You might excel at producing engaging material on social media. But it might be intimidating to translate business terminology into understandable social media marketing objectives. Yes, your most recent App may be receiving a lot of views, but how does it help your business's bottom line? Most companies are already aware of the potential benefits of social media marketing for their company. The problem is that businesses frequently don't fully understand what that value is. Social media goals can help with that.

What Are Social Media Goals?

A social media goal is a statement of what you hope to accomplish using a particular social media marketing technique or your entire social media plan. Good social media objectives are in line with bigger company goals. Common social media objectives include things like generating leads, increasing website or online store traffic, and gaining more followers. Social media objectives can be used for anything from a single organic or paid post to a comprehensive campaign. Social media strategy and goals are two different things. Instead, consider the goals as parts of the overall approach.

2.5.2 Why do you Need Social media Goals?

Building a sense of community, attracting new clients, or generating leads are all excellent uses of social media. To keep on track and make the most of your social media marketing strategy, you must create clear goals if you want to succeed on social media. Here are three reasons why social media goals matter:

Access data: By using important indicators and KPIs, you can determine the effectiveness of your social media activities. You have access to statistics through social media objectives, which make it simple to assess performance. You can look at data on click rates, sales, or engagement.

Organize your job well: Social media goals can assist you in better organising your workload and determining the current state of your company and your demands. You can make a list of all the steps you must do to achieve a successful outcome if your objective is to raise brand recognition.

Maintain control of your spending: By setting social media goals, your company can better plan its budget because you'll need to be aware of how much money you're spending where. Is the business

blog a top priority? Or do you favour using a specific social media site for your advertising? Each will require a set budget.

How to Set Realistic Social Media Goals

1. Look at Your Business Goals

Your social media goals will be determined by your business's aims. It's critical to consider how you may use social media to attain your brand awareness as a commercial objective.

2. Define Your Social Media Strategy

A solid social media plan is also necessary for a successful social media presence. Let's take a look at the essential components of a powerful, effective media presence:

- Using visual materials frequently
- Spreading awareness of your information on various social media platforms
- Posting frequently on social media
- Assembling a social media plan

Social media strategy consists of:

- Examining the target audience
- Examining your existing plan of action
- Recognizing your competitors
- Creating a posting schedule

3. Set SMART Goals

Not just any goal qualifies as a "SMART" goal. Instead, it comes with a structure to enable efficient organization for any social media marketer. What is a SMART goal, then?

- **Specific:** Your social media aim should outline what your company hopes to accomplish through the channel, who is in charge of the operation, and the necessary procedures.
- **Measurable:** If your goal is to increase your social media following by 200 followers, you also need a statistic to back up those claims. It all comes down to choosing a cutoff and identifying certain important criteria.
- **Achievable:** If your business aim is unrealistic, you run the risk of disappointing yourself. Establish goals based on your team's capabilities.
- **Relevant:** It will assist you in resolving a challenge your company is now facing. Knowing why a goal was added to your list will help you determine whether or not it matches your overall approach.
- **Time-bound:** This alludes to predetermined times. You can gauge the state of your firm by knowing when your staff will begin and finish a list of tasks.

2.5.3 Examples of Goals of Social Media Marketing

1. Brand Awareness

Brand awareness is all about your brand becoming relevant to potential buyers in the places where your buyers will be. How can you increase brand awareness through your social channels? This also entails publishing material frequently that responds to the queries your consumers are posing in the recognised media your audience has come to anticipate. Links to articles, infographics, statistics, and blog posts are all included in that content. Posting images of your staff, the workplace, and company events will help to establish your brand in the public eye. Additionally, you can share amusing, timely memes that promote your company. This will raise brand awareness and help you connect with your target market and customers.

Analytics to Track:

- Increase Engagement
- Followers
- Likes
- Retweets

Example of a SMART Goal: Gain 1,000 Twitter followers by the end of Q2 2021.

2. Enhance Public Relations

You may learn what consumers are saying about your brand, respond quickly to concerns, understand how your brand is perceived, and obtain insights into reputation management and brand public relations by monitoring mentions of your firm on your social media channels and outside social media.

Responding quickly and taking on problems with urgency enables you to keep ahead of major PR issues and builds brand loyalty and trust in your business, product, or service. A third-party social media management or reputation management application can help you manage the flood of interactions that are streaming into a single social inbox.

Analytics to Track:

- Improve Relationships
- Brand Mentions
- Ratings
- Reviews

Example of SMART Goal: Gain Ten 5-Star Reviews on Google in three months.

3. Build Community of Advocates

One of the key elements in long-term growth has always been brand loyalty. Companies used to rely on word-of-mouth in the past. Social media offers a completely new platform where brand loyalty may be communicated in real time to thousands of people. For instance, restaurants reward customers who upload pictures of their food to social media with promotions and discounts as the quantity of food photos on social media rises. As a result, the restaurant gets publicity, and the clientele gets a sense of community.

The importance of differentiation cannot be overstated. What distinguishes you from your rivals? Recognize your unique qualities, then play to your advantages.

Collect user-generated material through your social media channels to increase brand loyalty, social proof, and followers through social media marketing.

Analytics to Track:

- Follows
- Mentions
- Likes
- Retweets

Example of SMART Goal: Achieve Ten mentions a week on Twitter within three months.

4. Research and Development

By maintaining a dialogue with clients, your business may keep informed about the issues they're experiencing and come up with solutions. Follow your competitors on social media to watch how they interact with your customers, respond to any complaints they receive, and announce new items or specials.

Analytics to Track:

- Keep Track of Competition: High performing posts, hashtags
- Increase Engagement
- Insights into Customer Problems

Example of SMART Goal: Engage Ten customers a month on every social media platform (Facebook, Twitter, Instagram, etc.) about problems for three months.

5. Driving Sales and Leads

You are not utilizing social media marketing to its full potential if you aren't using it to gather leads and make sales. This is what most businesses aim for first, but they don't aware that without time spent on the first four social media goals, it's doubtful that sales will increase. Every social media platform offers a great chance to communicate with potential clients, both individually and organizationally, in order to ascertain their problems and comprehend their fundamental company culture. This understanding enables a warm call when you initially engage, as opposed to a cold call outreach campaign, while thinking through inbound social media marketing methods.

Aspects to Track:

- Increase Website Traffic
- Click-Through Rate
- Call To Actions
- Landing Pages

Example of SMART Goal: Average 5% Click Through Rate on Tweets by the end of the year.

UNIT 2.6: Social Media Metrics

Unit Objectives



At the end of this unit, participants will be able to:

1. Explain social media metrics and their importance
2. Describe the usage of metrics as per platform

2.6.1 Introduction

Social media metrics is the data used to assess the impact of social media activity on marketing campaigns and a company's revenue. These metrics help to assess how well you are accomplishing your goals in the social space and provide insight to where you can modify your campaign.

Why are social media metrics important?

Social media is a crucial component of every campaign for content marketing. It serves as more than just a platform from which you can address your audience and engage individuals who are curious about your business and sector. It needs measurements, just like any other component of a content marketing plan, so that you can track your progress toward your objectives.

Social media metrics can reveal a great deal about your audience. You can find out what kinds of content and subjects they are most interested in, how effectively you are raising brand awareness, and whether you are successful in persuading these followers to go down your sales funnel. As you gain these insights, you will be able to modify your campaign as needed.

What are examples of social media metrics?

There are several different types of social media metrics you can use, depending upon the goals you want to accomplish on the platform. For example, shares, likes and followers are all good ways to see if you are successful with increasing brand awareness.

Comments on your social platforms or on the articles that you distribute through social media can help you understand how engaged your audience is with the types of material you are putting out.

Engagement: Likes, comments, shares, and clicks

It's important to track the broad category of engagement. The engagement rate is a measure that is frequently used to monitor how actively engaged your audience is with your content and how successful your brand efforts are. Customers who are actively engaged engage with brands through behaviors like "likes," "comments," and social sharing.

Engagement fundamentally comes down to how frequently and in what volume audience accounts engage with your account. Every network will use an engagement statistic of some kind, which is the total of smaller engagement possibilities like likes, comments, and shares.

Many platforms use differing naming standards, such as Retweets vs. Shares, or more than one type of indicator. High engagement rates will indicate audience health (how responsive your audience is and how many are “real” followers), interesting content types and your awareness of your brand.

At the granular level, you’ll look at different engagement metrics:

- **Likes, Comments, Retweets, etc.:** Individual engagement metrics like a Share or a Retweet add up. In a Twitter report, you’ll see a total number of engagements per post or profile.
- **Post engagement rate:** The number of engagements divided by impressions or reach. A high rate means the people who see the post find it interesting.
- **Account mentions:** Organic mentions, like @mentions that aren’t part of a reply, or tagging a brand in an Instagram story without prompting, indicate good brand awareness.

Like most metrics, looking at one engagement metric might not give you all the context you need to make full decisions for your strategy. Looking at a combination of metrics is a great way to learn more about what levers you can pull to meet your specific goals. For example, a post that receives a lot of likes but not comments or shares isn’t always bad. The post intention could’ve been to present a beautiful image and a caption that isn’t meant to be a call to action. But, if there was a call to action that encouraged comments and shares, then the lack of them could mean a poorly performing caption.

Awareness: Impressions & reach

Frequently used but often confused, impressions and reach are each an important metric to track, especially if your goals for social are focused on brand awareness and perception. If you’re using these metrics as benchmarks for your brand, it’s important to understand the difference between reach and impressions.

At the post level:

Impressions are how many times a post shows up in someone’s timeline

Reach is the potential unique viewers a post could have (usually your follower count plus accounts that shared the post’s follower counts).

Even though impressions alone can tell you a lot about your content’s potential for social media visibility, it’s still important to look at other metrics to get a whole picture of performance. You should probably seek for a combination of impressions and interaction if you want to educate your audience as well as raise their awareness.

It is likely that your content wasn’t intriguing enough for audiences to act after viewing it in their feed if it has a high impression count but a low engagement number (and hence a low engagement rate). A post with a high reach and engagement rate will probably indicate that the content became popular through Retweets and Shares.

Share of voice: Volume and sentiment

Share of voice is a metric often used in public relations, or as part of a competitive analysis or paid advertising campaign. It indicates how much of the online sphere your brand is taking part in. For example, if you’re a florist in Toronto, it would look like how many people are talking about your brand online as compared to your competitors.

ROI: Referrals & conversions

Our first illustration for this article is the simplest example of a crucial social indicator. Social referral traffic and conversions are linked to both sales and marketing goals, and ultimately, key business goals. This is most relevant for businesses with websites or e-commerce platforms.

You'll need a publishing plan that includes UTM tracking and a website traffic analytics tool, such as Google Analytics, or one that is already built into your e-commerce platform, such as Shopify, in order to track these. Users arrive at your website through referrals. You'll notice them segmented into sources in web analytics.

The source or medium you'll be tracking is often "Social," after which it's split down by network. Conversions is when someone purchases something from your site. A social conversion means they visited via a social media channel and then purchased something in that same visit. Hand in hand with referrals and conversions is the click-through rate (CTR) in ads and posts. CTRs compare the number of times someone clicks on your content, to the number of impressions you get (i.e., how many times the ad was viewed). A high CTR means an effective ad. Note that CTRs differ wildly across industries, networks, and content types. Some common examples of areas where CTR is measured include:

- Email links and call-to-action buttons
- PPC advertisements
- Links on landing pages
- Social media advertising
- On-site elements (buttons, image, etc.)

It's best to research industry benchmarks beforehand and then monitor your ads and adjust accordingly.

Customer care: Response rate & time

We've been focused on the performance of posts and social media accounts but what about your customer's experience with your brand? Additionally, what about your own performance? Who's watching the social media manager to make sure they're doing their job well and those customers are being heard in a reasonable amount of time?

This is where metrics like response rate and response time come in. They track how fast your team is responding to important messages and how many of them are being responded to. For multi-user accounts, you should also track how much each person is getting done.

UNIT 2.7: Social Media Competitive Analysis

Unit Objectives



At the end of this unit, participants will be able to:

1. Define social media competitive analysis
2. Illustrate the benefits of social media competitive analysis
3. Conduct competitive analysis for social media

2.7.1 Introduction

Both the social media experience of your brand and that of your rivals are distinct. And the beauty of mutual learning is immeasurable. But how exactly do you do that? Social media competition research will give you an insightful overview of your market and audience's needs, regardless matter whether you are a startup focusing on a niche or a large established organization. So let's explore the area of social media benchmarking against competitors.

What is social media competitive analysis?

Your compass for creating and maintaining a relevant digital strategy is social media competitive analysis. Monitoring and evaluating data regarding the social media marketing, customer support, and content of your competitors is a systematic procedure. This will give you information on what is effective in your sector, what needs to be reconsidered, and suggestions for improving your marketing strategy.

2.7.2 Why should you do a social media competitive analysis?

Monitoring and assessing your competition are just as important as keeping an eye on your brand's success.

Few points on how a competitive analysis of social media will help your brand:

- Determine who your rivals are and keep an eye on them.
- Recognize their preferred social media platforms.
- Analyze the demographics and behaviour of their audience.
- Discover the ideal posting period.
- Take inspiration from their writing.
- To fill any gaps in your social media plan, look for them.
- Check your position in the industry.
- Identify fresh market tendencies.

How to conduct a competitive analysis on social media?

Let's discover the main steps you should undertake in order to perform a social media competitive analysis and improve your marketing strategies.

1. Identify your competitors on social media

Finding out who your competition is should be your first move. Remember that there are a few categories you ought to consider.

Direct competitors

Analyze your direct competitors first because you most likely serve the same audience and provide comparable goods and services.

Indirect competitors

Don't forget to look at the industry's indirect competition, which may include high- or low-end substitutes. Such fresh perceptions can complete the picture of your audience.

A Google keyword search is a fantastic place to start when conducting a competitor study. Look at who is ranked for the ten most important brand-relevant industry or product keywords. This can help you identify who your main rivals are. Pay attention to the companies who spend money on Google AdWords to rank well in organic search results as well.

Choose the top 5 brands and learn more about them on social media. Keep an eye out for brands with comparable target groups and effective outcomes because it's entirely feasible that search engine results and those from social networks will differ.

2. Gather the relevant data on social media

Now that you've found your competitor group, it's time to dig deeper into their strengths and weaknesses on social media.

You should respond to inquiries like:

- Which social media platforms do they use?
- How big is their fan base, and how quickly is it expanding?
- What frequency do they post?
- What sort of stuff are they providing?
- How is the response to their posts from the audience?
- Which hashtags do they employ?
- How quickly do they reply to comments and interact with the neighborhood?
- What distinguishes them?

The metrics you choose to monitor also depend on the objectives and stage of business development. If you are a brand-new start-up, you may want to concentrate on growing your fan base first, but if you are an established business, engagement may be a key indicator to watch. You may readily follow the marketing strategies of your rivals by using tools for deeper analysis. With Benchmark, for instance, you can keep an eye on the posts, campaigns, hashtags, and user interactions of your rivals. As you would with your own ideas, triumphs, and failures, keep an eye on your rivals and learn from them.

50 Posts • Select all

Allbirds • Tue, Aug 6 at 10:40 AM

We know you've been sitting and waiting for new colors... A bunch of new hues in both Wool and Tree just hit the site today! #weareallbirds

Organic Positive* campaign

Reactions Likes Comments Shares Interactions
248 ✓ 208 46 ✓ 8 262 ✓

Engagement Est. Reach Est. Impressions
15 32,005 53,105

SORT BY
Published Date ✓
Engagement
Likes
Comments
Shares
Est. Reach
Est. Impressions

SORT ORDER
Ascending ✓
Descending

Allbirds • Tue, Aug 6 at 10:40 AM

Here for a cuddle if things get ruff. All of our Wool shoes are made using 17.5 micron superfine NZ Merino wool. Fun fact: these wool fibers are 20% the average diameter of human hair. That's one of the reasons why they're so soft and cozy for your feet..or for your dog to snuggle with...

Organic Neutral*

Reactions Likes Comments Shares Interactions
199 ✓ 169 42 ✓ 5 216 ✓

Engagement Est. Reach Est. Impressions
12 15,941 26,452

Source: <https://www.brandwatch.com/blog/how-to-perform-a-social-media-competitive-analysis-a-complete-guide/>

3. Benchmark your results against the competition.

After gathering all this useful data, it's a good idea to organize it into an excel spreadsheet or explore the options of using more intelligent tools to save time and get deeper insights.

Fig: Benchmark tool

PROFILE	FOLLOWERS	GROWTH ^	POSTS	AVG. ENGMNT.	MOST ENGAGING POST	MOST ENGAGING HASHTAG
	481.6K ▲ 8.1K	1.7% ▼ 36.2%	31 ▼ 13.9%	595 ▲ 6.6%	GIVEAWAY! Let's SCALE things up with another giveaway! For your chan... ENGAGEMENT: 857	mood 10 · 768
	10.6M ▲ 130.6K	1.2% ▲ 1.1%	18 ▲ 28.6%	655 ▼ 1.7%	Dream on @selenagomez in Cali Chase. ENGAGEMENT: 948	PUMAxBALMAIN 1 · 256
	366.8K ▲ 4.4K	1.2% ▲ 62.4%	24 ▲ 41.2%	310 ▲ 42.2%	The Big Apple calls for a big shoe. Snag a pair of our limited-edition NYC... ENGAGEMENT: 624	Kinvara10 2 · 613
	3.3M ▲ 38.8K	1.2% ▲ 129.0%	5 ▼ 44.4%	290 ▲ 24.5%	newbalancehoops ** Watch this space. OMN15: 10.23.19. ENGAGEMENT: 478	wegotnow 2 · 276
	7.9M ▲ 76.1K	0.97% ▼ 9.0%	22 ▼ 4.3%	244 ▼ 34.2%	Defining the future of spacewear. In partnership with @virgingalactic, we... ENGAGEMENT: 671	projectrock 1 · 434
	832.2K ▲ 7.7K	0.93% ▲ 0.63%	13 ▼ 7.1%	225 ▼ 1.3%	*The entire city is full of energy and awe. No matter where you are along... ENGAGEMENT: 323	racedayready 1 · 263
	94.4M ▲ 853.7K	0.91% ▼ 41.4%	6 ▲ 100%	354 ▲ 20.0%	*I run to prove to any human in this universe that there are no limitations... ENGAGEMENT: 543	justdoit 4 · 387
	2.4M ▲ 15.7K	0.66% ▲ 0.99%	12 ▲ 9.1%	370 ▲ 22.9%	Always in demand. #SportTheUnexpected ... ENGAGEMENT: 786	sporttheunexpected 10 · 766

Source: <https://www.brandwatch.com/blog/how-to-perform-a-social-media-competitive-analysis-a-complete-guide/>

This is the time to take the next step towards building your social media strategy and consider:

- Which metrics indicate growth?
- What content works for your competitors and what doesn't? And why?
- Is there consistency in their social media strategy?
- Are there any trends that are affecting your brand?

You can also use the S.W.O.T. analysis to create a clear overview of where you stand against your competitors and understand your brand's strengths, weaknesses, opportunities, and threats better. This will help you adapt and upgrade your social media strategy.

It's important to identify your own brand's strengths and weaknesses as well as perform a social audit at least every six months. With tools like Benchmark, you can understand which parts of your social media strategy are contributing to your success as well as discover opportunities and potential weaknesses.



Source: <https://www.brandwatch.com/blog/how-to-perform-a-social-media-competitive-analysis-a-complete-guide/>

A very special aspect to consider is to benchmark your content strategy against the competition. Are your competitors offering original, curated, or promotional content on social media? Do they focus on inspirational or educational posts? What kind of formats do they use?

This can bring a data-driven change in your own content strategy and thus, engage better your community.

4. Define the right strategy and tools to help you progress.

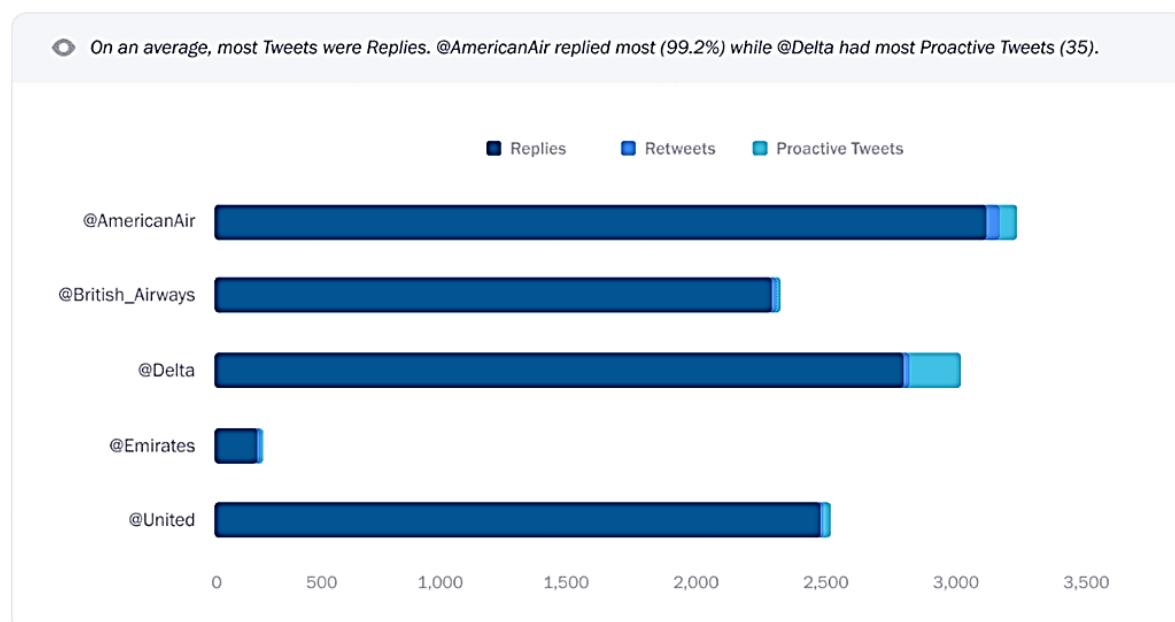
Based on the information gathered and your smart analysis, it's now time to formulate your social media strategy.

But the hard work with competitive analysis doesn't stop at this point. You need to carry on such research at least every six months in order to stay up to date with all trends.

There are two ways you can handle it — manually or via sophisticated tools. You should consider the following weekly metrics related to:

- Audience
- Content
- Engagement
- Paid media
- Hashtags

Another opportunity for your business is to use a specialized tool like Benchmark and thus, save time and get better insights on. The solution can:



Source: <https://www.brandwatch.com/blog/how-to-perform-a-social-media-competitive-analysis-a-complete-guide/>

- Translate your data smoothly into an actionable plan.
- Take the guesswork out of your social strategies.
- Help you understand what, when, and how often to post.

The chances are high that you need to also share your results with a team or your management. Such a tool would help you get a clear picture of what's driving results from more than 100,000 brands across all major social media platforms.

Instagram Analysis Report [Change](#)

     [Change](#)

Excel (raw data) and Powerpoint [Change](#)

④ Schedule your report

Repeats Weekly Monthly On Mon Tue Wed Thu Fri Sat Sun For Last 7 days Last week

⑤ Email to social@bigboxretail.com, insights@zoomairlines.com and 2 others

[Continue](#)

Source: <https://www.brandwatch.com/blog/how-to-perform-a-social-media-competitive-analysis-a-complete-guide/>

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Social Media Branding



https://youtu.be/2kO_rfSMcxo

Social Media Metrics



https://youtu.be/1sMSeRCu_ZU

Blogger Outreach



<https://youtu.be/GK049ajJWRQ>





3. Plan and organize work to meet expected outcomes

Unit 3.1- Planning and Organizing

Unit 3.2 - How to Prioritize, Organize, and Plan Work



MES/N0708

Key Learning Outcomes



At the end of this module, participants will be able to:

1. Define planning and organization
2. Differentiate between planning and organizing work
3. Explain the importance of work planning and organization
4. Elucidate how to stay organized in the workplace
5. Describe the importance of prioritizing and organizing work.
6. Elucidate how to plan and prioritize work for maximum efficiency

UNIT 3.1: Planning and Organizing

Unit Objectives



At the end of this unit, participants will be able to:

1. Define planning and organization
2. Differentiate between planning and organizing work
3. Explain the importance of work planning and organization
4. Elucidate how to stay organized in the workplace

3.1.1 Introduction

Planning and organizing seem extremely similar to the untrained eye. In informal speech, the two words might even be used interchangeably. In the workplace, there is a crucial distinction between planning and organizing: planning entails making decisions, whereas organization entails acting on those decisions. In order to plan, organizing also refers to the orderly arrangement of things or operations.

Planning vs. Organizing Definition

According to the Collins Dictionary, the definition of planning is "the process of deciding in detail how to do something before you actually start to do it." In contrast, Collins Dictionary defines organizing as "the activity or skill of coordinating people and events."

It makes sense that you need to make a plan before you start organizing that plan and putting it into action. After all, if you haven't already figured out how to do something, you'll struggle to coordinate each step or physically enact the plan.

An Example in Everyday Life

Consider something simple you do every day, like making toast, to help you understand the distinction between planning and arranging. To begin, you must first plan how to make toast by determining the precise steps you will take. You'll select the specific bread you want, decide whether to buy some, slice it, toast it in the oven or toaster, decide what to put on it, decide when to create this toast, how many pieces to make, etc.

You haven't actually touched any bread at this point; you're mostly working inside your own head. You are preparing. When you start the "action" necessary to carry out your plan, such as making a grocery list, getting bread from the cupboard, putting it in the toaster, adjusting the dial to the right level, and hitting the start button, you have already started organising your strategy. Because you can rely on the same plan or organisational technique that you've employed countless times, it's likely that you are not aware of how much planning and organising you do in your daily life. However, your mind will go into planning mode when you are presented with a new assignment. Soon after that (maybe even simultaneously), you'll begin organizing (enacting that plan with physical action).

Planning and Organizing in Business

Meeting rooms are where a lot of planning takes place in a professional setting. People scribble notes as ideas come to them. Even if taking notes is a physical action, since it only involves recording instructions, it still counts as planning. Resource coordination hasn't yet been done in any way. For instance, you need to specify precisely how you'll achieve your target of selling 30% more things next month. The plan can be put into action once you have determined the who, what, when, where, and how. This is called organizing (coordinating) your resources. A plan directs your organization operations.

According to the Conover Company, this might take the form of prioritizing tasks and then delegating those tasks, or even setting up a brand-new system or workflow for team members to follow. Part of the organizing process might even loop back again to planning for the future.

3.1.2 What does it mean to be organized?

Being organized makes it simpler to concentrate on tasks, which increases productivity at work. Organization can boost workers' productivity and facilitate productive project collaboration. It is simpler to prioritize projects and finish them by due dates when personnel are structured in the workplace. Employees can maintain organization by keeping their workspace neat and free of clutter or by maintaining a thorough calendar to stay on top of their schedule.

How to stay organized in the workplace

There are many ways to stay organized in the workplace. Consider taking these steps to maximize your workplace productivity and efficiency:

1. Time block your days

Time blocking your days can help you focus on your tasks. Time blocking involves planning out your calendar so that you complete certain tasks at specific times of the day, which helps minimize distractions. When you use time blocks as a guide for your day, you can be flexible and adjust them as needed based on meetings and other last-minute requests you receive.

2. Establish a routine

When you create a daily routine, you're more likely to form habits that give you structure and make each day go more smoothly. A routine becomes more automatic the longer you have it in place, and it can help you achieve your goals more efficiently because the steps you take to reach them are now more streamlined.

3. Adhere to your schedule

After scheduling your day, try your best to stick to this timetable and your regular routine. Even while deviations are possible, having a schedule makes it simpler to return to the task at hand. When you are working on a project with coworkers, schedules are also crucial. For instance, your coworkers may depend on you to do a task before they can finish theirs, so it's critical to stick to your schedule to make sure you finish everything on time.

4. Use your email calendar

In the workplace, you likely have regularly occurred meetings with coworkers, managers, or the entire office. Using your email calendar to set up alerts for these meetings can help you remain

organized and prepare for them ahead of time. An email calendar is also useful for inputting due dates on tasks so that you can complete your work on time and adhere to your routine.

5. Write things down

Writing things down can help you remember important information and provide a place to reference your notes later if needed. You can write things down on paper or a digital notebook, depending on what works best for you and your workspace. Consider writing down meeting notes, important dates, and a to-do list.

6. Make a color-coded to-do list

When items are color-coded, it is much easier to glance at your to-do list and understand what you need to do. For example, you can color code based on each project and its priority level. By doing this, you know right away which items you need to work on first, and all tasks for a certain project are grouped together.

7. Develop checklists and templates

Create templates and checklists for recurring projects and tasks to help you standardize and organize your work processes. Both checklists and templates make it easier to do repetitive jobs because you don't have to start from scratch each time. These two tools can increase your productivity, concentration, and organization.

8. Create a filing system

Whether for physical or digital paperwork, creating a filing system helps you reduce clutter to remain organized. For example, you could have folders for different types of important documents, such as invoices and contracts. You can also set up email folders for different categories, like projects or senders, to ensure that you are saving all important correspondence without keeping too many items in your inbox.

9. Clean up regularly

An organized workspace keeps workers engaged, concentrated, and productive. Additionally, it expedites and facilitates the discovery of crucial paperwork. Spend some time each week cleaning up extra clutter and putting things back in desk drawers or folders.

10. Get desk organizers

When you clean up your workspace, it may help to use desk and drawer organizers. For example, you can have an organizer for your writing instruments and notebooks and another one for push pins, paperclips, and other small office items. Keep similar items together and maximize the space on your desk and inside your drawers to keep your space clean and organized.

11. Avoid multitasking

Instead of multitasking, focus your efforts on completing one project or task at a time. Doing this can prevent mistakes, lower workplace stress, and help you meet deadlines. You may also feel more accomplished when you're focused on a specific task without distractions, and once it's done, you can check that task off of your to-do list and use it as momentum to start your next task of the day.

12. Take regular breaks

To stay organized during your workday, consider taking regular breaks. Get up from your desk and go on a quick walk around your office building or go sit outside and enjoy the outdoors for a few minutes. Taking regular breaks can help you remain focused and minimize distractions. If you are working off of momentum and are focused on a particular task, wait until you get to a good stopping point to take a break.

13. Set aside specific time for emails

Set out periods of time in your calendar to check your email rather than constantly checking it throughout the day as new emails arrive. Respond to urgent communications, mark emails for further attention, and file informational emails into folders during this period. Your inbox can benefit from organization so that you can maintain concentration on your work without becoming sidetracked and yet respond to emails on time.

14. Use the right tools

You can utilize certain software and tools, like Trello for project management or Focus To-Do for time management and focus, no matter what kind of job you have or what sector of the economy you operate in. Additional applications exist, including those for reporting and teamwork. Look for tools that can help you stay organized and do your work more quickly and accurately.

UNIT 3.2: How to Prioritize, Organize, and Plan Work

Unit Objectives



At the end of this unit, participants will be able to:

1. Describe the importance of prioritizing and organizing work.
2. Elucidate how to plan and prioritize work for maximum efficiency

3.2.1 Introduction

Time is one of the most significant things that we have in the world. It is a necessary yet tragically limited resource. In this exceedingly frantic and fast-paced world, the ability to manage time properly is a must. Time management is essential in achieving your goals and getting your work done.

Setting job priorities is not that simple. You must decide which tasks should be completed first. Although it's an important procedure, planning and arranging will be simpler once you become used to it. You can become more productive and efficient if you know how to organize and prioritize your work properly.

How do you set up and schedule your work? What are your main concerns? These questions cannot be answered in a proper or wrong manner. In the end, you decide how to proceed. Because everyone is unique, what works for you might not work for somebody else? However, there are certain recommendations that might assist you in setting priorities and responding to inquiries about your time management.

1 First, create a to-do list

A good technique to remember what you need to do is to write down what you want to accomplish for the day. Weekly to-do lists are acceptable, but daily ones work better. On a piece of paper, make a list of your to-dos, beginning with the most crucial ones and adding the less crucial ones later.

2 Your task list should be ranked

Rank your chores in order of importance after writing them down on a piece of paper. Make a new copy of your list on a different paper, and make sure your handwriting is clear. Did you know that larger letters typically inspire you to finish the activity more so than smaller ones?

3 Post your to-do list

Put your to-do list wherever you can see it all the time, such as on your desk or office board, in your wallet or purse, on your mobile phone (in the memo section), or on your planner or calendar. You won't ever forget that you have work to complete if you have the list nearby.

4 Be aware of your obligations

Describe your reminder in writing or using bullet points. You may, for instance, jot down the precise deadline for completing the assignment, the supplies you'll need, or the name of the person you'll be meeting (if the task is a meeting). People who readily forget things should take notes in particular.

5 Avoid unnecessary tasks

After creating your daily or weekly to-do list, consider whether the less important task(s) need to be completed. If so, you might need to change your plans for the day; if not, you can add more time to the list of things to do or just use the break to relax.

6. Set realistic deadlines

Establish your own deadline before the one your boss assigned you while you're working on something for which a deadline has been established by your supervisor. Set reasonable goals, nevertheless. Avoid rushing to complete things sooner by trying not to. Don't set yourself up for failure; instead, take each step as it comes.

7. Set your break time

Working nonstop all day is not enjoyable. Take a rest if you're already exhausted. A 10- to 15-minute meal break or quick sleep are also acceptable. When you want or need it, have coffee. When your body feels congested, stretch. Generally, take 10 minutes to relax after each hour of work.

8. Put away distractions

Many things in today's world can keep us from completing our work. Camera phones, portable electronics, gadgets, the Internet (particularly Facebook and Twitter), and many more things fall within this category. If you spend your time on these activities, how will you be able to complete your work?

Put away everything that can be distracting. Don't check your inbox constantly; instead, check it sometimes during breaks from work or at designated times during the day. The task will be lot easier to do once you learn to stop focusing on these things. Being productive requires effective time management. Although setting priorities is challenging, it is necessary if you want to complete your tasks. It will make you more effective and productive in addition to lowering your stress levels. Finding out what must be done and how much time it will take to do it will help you learn how to prioritize.

Scan QR code for topic related video or click on link

Planning and organizing social media



<https://youtu.be/PKUn7wU5lc>

Prioritize, Organize, and Plan social media



<https://youtu.be/-yH-bdDPIqw>





4. Manage online tools

- Unit 4.1 - Online Marketing: Tools and Techniques
- Unit 4.2 - Organic and Paid Search Engine Marketing
- Unit 4.3 - Social Media Monitoring
- Unit 4.4 - Social Media Benchmarks and KPIs



MES/N0709

Key Learning Outcomes



At the end of this module, participants will be able to:

1. Define planning and organization
2. Differentiate between planning and organizing work
3. Explain the importance of work planning and organization
4. Elucidate how to stay organized in the workplace
5. Describe the importance of prioritizing and organizing work
6. Elucidate how to plan and prioritize work for maximum efficiency

UNIT 4.1: Online Marketing: Tools and Techniques

Unit Objectives



At the end of this unit, participants will be able to:

1. Categorize the tools based on the marketing techniques
2. Enlist Email Marketing Tools
3. Describe Search Engine Optimization Tools
4. Illustrate tools for Content Marketing
5. Explain Paid Social Marketing Tools
6. Describe Organic Social Media Marketing Tools
7. Define Display Retargeting Tools
8. List Video Marketing Tools
9. Describe Analytics Tools

4.1.1 Search Engine Optimization

Planning and organizing seem extremely similar to the untrained eye. In informal speech, the two words might even be used interchangeably

Digital marketing seems incomplete without SEO. Once you get some initial exposure through paid marketing, you sure want to rank high organically and be a trustworthy destination for your customers? With a variety of tools, like the following, available in the market, it's not any difficult to boost your search engine presence.

1. SEMRush

SEMRush has a lot of built-in digital marketing tools that can help to improve your search rankings and keep a track of the efficacy of your SEO strategy. It also helps to track your competitors. So you can monitor your competitors' fluctuations, pull their backlinks, and execute a thorough competitive analysis through this tool.

2. Moz

Moz has two products to help the customers – Moz Pro and Moz Local. The former helps you with the classic SEO practices like monitoring link building strategies, tracking ranking on search engines, developing content marketing strategies, and so on. And Moz Local will help you to effectively improve local SEO listings. No wonder that this is the first choice for the top SEO agency professionals.

3. Screaming Frog

Screaming Frog can thoroughly crawl the websites. You can use this spider tool to check if you got any broken links or pages, wrong redirects, and so on. Fixing these will ensure a quick win.

Email Marketing Tools

Though it sounds quite old-school, email marketing still plays a crucial role in digital marketing. When you launch a new service or product, you can send a customized email to all your loyal and potential customers informing them about the benefits of your service/product and pricing details.

Quick fact: email marketing is used by more than 80% of B2C and B2B companies (source: Neil Patel).

Here are some effective email marketing tools:

1. MailChimp

With more than 11 million customers (source: techcrunch.com), MailChimp is considered to be the leading email marketing providers in the world.

Pro tip: If you are starting a business and don't have more than 2000 subscribers & don't need to send more than 12,000 emails per month, opt for the free plan of MailChimp!

2. Marketo

If you want to take email marketing to the next level, Marketo is the right solution for you. It offers a diverse array of digital marketing tools, but email marketing is a major segment in it.

3. GetResponse

Rush with the trend of automation with this advanced email marketing platform. GetResponse analyzes specific trends and consumer behaviour from your recipients' list to trigger unique and engaging messages that carry immense value.

Content Marketing

Streamlining your content calendar is a must if you want to reach your audience more frequently and survive in the competition. Here are a few tools to support your efforts:

1. Trello

This is a great organization tool and actively helps your content creation efforts. For instance, you can share a blog post on Trello before publishing it. It will help other members in your team to review it and pitch in their thoughts. You can modify the content accordingly before making it live. Of course, you can make use of traditional sharing tools like email, but for a professional and organized approach, Trello is the best pick. It takes only a few minutes to create a board and invite your entire team. Then simply post anything and everything related to your content marketing strategies and receive their feedback.

2. Kapost

Kapost is a platform that takes every step of the entire content marketing cycle into account. One of the most beneficial features of the platform is its ability to assess different pieces of content for different buyer personas. That way you can understand if your target audience will find your post engaging.

Paid Social Marketing Tools

Paid promotions help to pose your brand in front of a large audience and improve your web traffic & conversions. Check out a few tools used and recommended by PPC management company professionals:

1. Facebook Power Editor

Owned by Facebook, this tool helps to create and run extremely specific ad campaigns. Therefore, no third-party fee is involved if you want to use Facebook Power Editor to create and manage your ads. The platform features some detailed parameters to ensure you that you get the desired result without blowing out your entire budget.

2. Qwaya

This social media marketing tool helps to streamline your Facebook and Instagram ads. Qwaya lets you schedule your ads, integrate analytics, and collaborate with your team. The best part? It helps you to A/B test your ads. This enables you to find the right message for your audience and make the most of your investment.

3. Twitter Native Platform

Brands often consider making an authoritative presence on Twitter. It has a really good segmentation functionality that enables you to target certain high-value keywords.

Organic Social Media Marketing Tools

Social media management tools as the following will help you in social media optimization and improve your organic reach. Check these out.

1. Wyng

Wyng is an engagement marketing platform that focuses on driving engagement through user-generated content, referral programs, contests, quizzes, hashtag campaigns and so on. This will effectively transform the way you communicate with your audience. It also has a built-in analytics dashboard to monitor the performance of any campaign.

2. Woobox

This tool emphasizes on interactive content. Woobox offers some turnkey solutions for running social giveaways and Instagram contests to boost brand awareness, reach, and conversions. From curating trendy hashtag entries to randomly selecting winners – the tool can help you maximize your marketing efforts without having to break a sweat.

3. Mention

We admit that this is not a traditional social media marketing tool. Still, we have put it in our list as organic social media marketing is not only about promotion but also about monitoring. And Mention can offer you a real-time social media monitoring service. You can set up alerts for your brand and competitors. You can check out each tag and mentions (without linking to your brand) that people are making on social media. That way, you can reach out to them, solve the problems, or feature them as satisfied client testimonials.

Display Retargeting Tools

Follow-up ads from the sites we have shopped or products we have browsed have earned huge popularity these days. These retargeting ads are the real saviours to bring back your bounced traffic or reach out to highly potential customers. Here are some must-have display retargeting tools:

1. AdRoll

This is a famous name in the retargeting space that grants an access over 500 ad exchanges covering all the major social media networks. The tool follows an easy-to-understand work approach: once a

visitor browses through your site and leaves without making a purchase, AdRoll displays your ads on the sites that they visit later and can bring them back. The efficacy of the tool is reflected in some of the users' reports who have witnessed a 265% hike in sales or a 35% reduction in CPC.

2. ReTargeter

This diverse tool uses search retargeting, site retargeting and dynamic retargeting to maximize the results. Since ReTargeter has access to customer behavioral data of over 150 top-rated retailers on the web, ecommerce brands highly value this platform.

Video Marketing Tools

With videos engaging more than half the web population, leveraging video marketing tools can help you reach a wide customer base out there.

1. Wideo

This is an online video platform that enables you to effortlessly create, edit, and share animated videos. Wideo gives you a perfect opportunity to personalize your ads, product demo, presentation, and tutorial based on the readymade templates.

2. Wistia

Wistia is an amazing platform should you look to host, personalize, and share videos across the internet. One of its best features is that you can include a custom CTA at the end of all the videos to drive web traffic to your specific web page.

Here're some handpicked ideas to get started with effective video marketing.

Analytics Tools

Without an analytics tool, you cannot understand the efficacy of your marketing efforts or modify these to maximize the impact. Most of the digital marketing tools have built-in analytics. However, an integrate analytics tool in your website will help you understand which platform or campaign is driving the most traffic to your site or helping in improving conversions.

1. Google Analytics

Google Analytics is a deeper insight into which platforms or social media campaigns are driving tons of traffic and adjust your future strategy. You can also find out which keywords are doing wonders in driving organic traffic. This is a one-stop platform to get a complete overview of your marketing efforts.

2. Kissmetrics

Kissmetrics tracks your website visitors throughout the conversion journey and generates a thorough report on each part of the funnel. This will help you to fine-tune your conversion process and increase sales.

HubSpot

We made a separate category for HubSpot as it is the king of inbound marketing. No stone is left unturned by this all-in-one marketing software, and it can be an ideal choice both for the beginners and the pros.

HubSpot effectively brings your entire marketing funnel at one place by extending its support in the following realm:

- SEO
- Social Media

- Blogging
- Landing Pages
- Lead Management
- Calls-to-Action
- Analytics
- Email marketing

The readymade marketing templates of this CRM software are really handy for the customers.

UNIT 4.2: Organic and Paid Search Engine Marketing

Unit Objectives



At the end of this unit, participants will be able to:

1. Define SEO and SEM
2. Differentiate between SEO and SEM
3. Elucidate ways to combine SEO and SEM to meet search marketing goals

4.2.1 SEO vs. SEM: What's the Difference?

Since both SEO and SEM rely on search engines, as their names suggest, let's first discuss how search engines work in general. A search engine result page (SERP) that shows paid and organic results appears after a user enters a search query in a search engine like Google. Driving traffic to your website is the main objective of both SEO and SEM. The methodology is the primary distinction between the two. SEM draws site visits through paid campaigns, whereas SEO draws them through good rankings in organic search results. There are a few further distinctions that each digital marketer should be aware of.

1. Speed

SEO can often need a significant amount of time. It takes an average of 2 years to rank on Google's first page, according to an analysis by Ahrefs. Of course, this differs from company to company. It heavily depends on the sector, keyword choice, content type, etc. However, this does not guarantee that your material will rank on the first page after two years or that it will take as long as two years. When using long-tail keywords and proper industry practises, many effective SEO service providers can see results in as little as a few months. Due to algorithm updates, SEO is a continuous process that requires frequent updating, optimization, and attention to current SEO trends.

2. Cost

The financial commitment needed is another factor that sets SEO and SEM apart. Regardless of the ad platform you select, SEM requires a direct cost from you. But make no mistake, SEO is not free, even though it emphasises organic outcomes. To get your website to rank highly organically, a significant number of resources (such as time, expertise, and energy) are required. Even if you spend countless hours writing articles, hiring graphic designers and coders, etc., there is no assurance that the page will rank for anything. On the other hand, SEM allows you to pay to ensure that your page appears on the first page of search results.

4.2.2 SEO Meaning

According to Moz, Search Engine Optimization (SEO) is the "practice of increasing the quantity and quality of traffic to your website through organic search engine results." In other words, it is making your website and digital content as useful, functional, and discoverable for search engines

and humans alike. There are a handful of ways to optimize your website to rank in SERPs. There is 200+ ranking signals Google looks for when crawling sites. All of them exist within these four categories:

- On-page SEO
- Off-page SEO
- Technical SEO
- User Interaction Signals

On-Page SEO: When it comes to optimising your website, on-page SEO is the first line of defence. It involves enhancing the most obvious and straightforward elements on each page of your website, like:

- Using succinct and evocative URLs
- Properly crafted meta tags and title tags
- Including pertinent keywords in strategic locations (header tags, URLs, etc.)
- Images' alt-tags

Additionally, it emphasises the importance of content and matching content to users' search intentions. High-quality content shows search engines that you are an authority in your field and that the goods or services you offer are genuine. Delivering great content can be done in a number of ways, including by going in-depth with topics, keeping it straightforward and simple to read, and aligning it with the search intent.

Off-Page SEO: Off-page SEO refers to anything done outside of your website that signals authority and trust. Such signals include high-quality backlinks, brand mentions, positive reviews, optimized business listings, and citations.

User Experience

Google values user experience highly. What factors define a positive user experience? Having a seamless and user-friendly design is important, but so is catering to the demands of your audience. They ought to be able to find the information swiftly and readily they require. For instance, if a web page has a high bounce rate, it won't matter how wonderfully it is created. A high bounce rate informs Google that the website is unrelated to the search query, making the keywords it ranks for an unsuitable match. As a result, your page will appear lower in search results because Google is unable to determine where it should appear.

4.2.3 SEM Meaning

The definition of search engine marketing is not universally accepted. Some contend that search engine marketing (SEM) and PPC (pay-per-click) are interchangeable, while others assert that SEM is only a larger word that includes both PPC and SEO. One thing is for sure: SEM only refers to paid advertising. Its primary goal is to increase visitors through sponsored advertisements, including search engines on other platforms like Amazon and YouTube. Additionally, it includes any remarketing initiatives, display ads, social media platforms, and industry-specific platforms. Both SEM and PPC have unique features, advantages, and best practices. When used correctly, SEM can significantly improve your website's traffic and rankings. But effective SEM requires money. You'll need monetary investment, but also the time and resources to create the ads and determine the targeting.

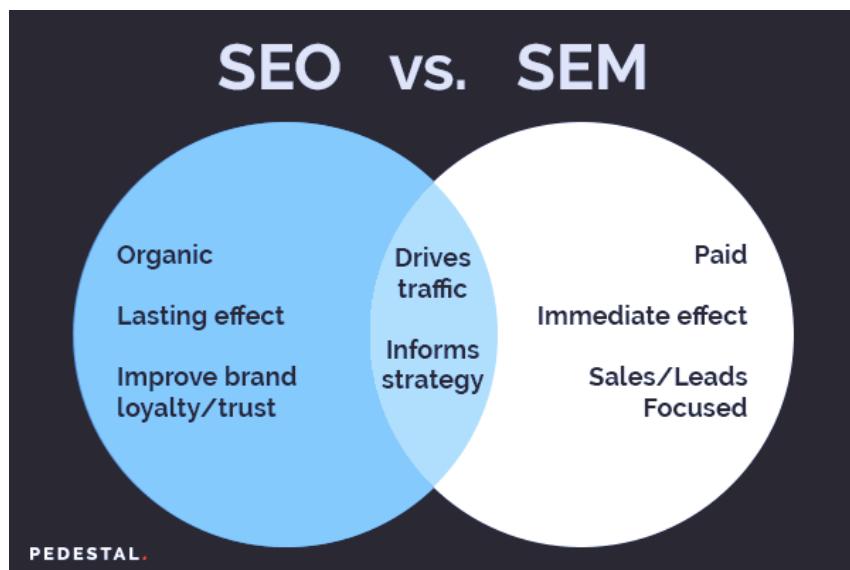
Another drawback is that it requires specific knowledge of processes and tools (like the various ad platforms), which is where an expert can be helpful. If you choose to work with someone external, choose a provider that is an expert in the areas that you need help on, and don't be afraid to ask questions. Depending on your goals, it may be worthwhile, especially if your goal is brand recognition and targeted traffic.

What is PPC?

Unlike the more "ambiguous" definitions of SEO and SEM, PPC, or pay-per-click advertising, is straightforward in meaning. Pay-per-click is an advertising technique where, just as it sounds, advertisers place ads and are charged each time a visitor clicks on it. PPC can also be called CPC, paid search, or search ads, all of which can also refer to paid search marketing. PPC is one of the fastest ways to get more traffic to your website, but make sure you do your research to avoid common mistakes.

4.2.4. How SEO Affects SEM (and vice versa)

Despite being separate strategies, SEO and SEM complement one another. SEM cannot be done without SEO, but SEO cannot be done without SEM. The price of SEM will vary depending on how a page is optimised. The user's intent and keyword matches are crucial for setting up a successful SEM campaign. Based on your "Quality Score," which is a computation based on click-through rate, the quality of your landing page, and your Google Ads account overall score, Google determines how relevant your website/content is to the user's search query. In addition, ad copy has a big impact on how well PPC campaigns perform. Your quality score increases if your call to action is strong and built around important and strategic keywords. You will pay less for clicks when your quality score is greater.



Source: <https://pedestalsearch.com/seo-vs-sem/>

SEO vs. SEM



SEO	SEM
Uses ORGANIC strategies to appear in search engine results	Uses PAID strategies to appear in search engine results
Free	Pay each time users click ad
Results shown to anyone	Results shown to targeted audience
Results take time	Results are immediate
Results shown and ranked based on what the search engine considers most relevant to users	Results shown and ranked based on keyword budget and ad quality
Higher CTR (click through rate)	Lower CTR (click through rate)
Long term benefits	Short term benefits
Ranking provides 24/7 promotion	Ads only show based on budget
Challenging and rapidly changing	Low cost and easy set-up
Hard to quantify	Very measurable

Source: <https://www.martindale-avvo.com/blog/seo-vs-sem-infographic/>

3 Ways to Combine SEO and SEM to Exceed Your Search Marketing Goals

With all the nuances and definitions out of the way, here are some ways you can combine SEO and SEM in your overall search marketing goals.

1. Competitive Keywords

At the root of every successful SEO and SEM campaign is effective keyword research and selection. While you focus on organic listings, SEM can help you appear in search results for words you don't rank for organically already. For SEM, you'll need to bid on the keywords you want, so make sure to do your research in advance. By looking at Google Ads Keyword Planner and the plethora of other keyword tools, you can identify which search terms your audience is searching for and promote your site accordingly.

2. Focus on the User

As mentioned above, Google prioritizes user experience and rewards those that are most user-friendly. Google's Accelerated Mobile Project (AMP) is quickly becoming a huge source of mobile-friendly pages that load quickly and designed for mobile specifically.

Google's algorithm can determine when you focus on the user and rank you higher in SERPs - organic and paid.

3. Utilize Data

Keyword data is one aspect of SEO and SEM that helps, but information, particularly on users, is found everywhere in today's world. Keep a close eye on analytics to see which pages are doing well (paid and organic) and replicate those strategies.

Depending on what industry you're in, data on your geographical location and local audiences may be more useful to create in-the-moment push ads or rank locally for people searching in your area.

And finally, all combined data could help create targeted, more personalized campaigns.

UNIT 4.3: Social Media Monitoring

Unit Objectives



At the end of this unit, participants will be able to:

1. Describe social media monitoring
2. List few brand social media monitoring tools
3. Explain how to set up social media monitoring

4.3.1 Introduction

The most effective way to learn what people are saying about your brand is by using social media monitoring tools. In general, anything your audience might have an opinion on. This includes what they're saying about your product, your competition, your industry, your Super Bowl advertisement, how you handled the pandemic, how long it took you to get ahold of customer service, your new mascot, and more. For brands who want to pay attention, social media monitoring software gathers and presents audience and rivalry insights.

What is social media monitoring?

Monitoring social media involves keeping track of hashtags, keywords, and mentions that are pertinent to your company in order to learn more about your target market and sector. You are conducting both quantitative (metrics and analytics) and qualitative research by keeping an eye on this data (inspiration for posts and strategies). You'll learn details that can aid in making decisions on issues like:

- Social voice share (i.e., What percentage of the conversation is about you, as opposed to being about your competitors)
- Analysis of social sentiment (i.e., how the dialogue is feeling)
- ROI social (i.e., how much your dollar investment in social is paying off)
- Hashtags and keywords that are pertinent (i.e., which Instagram hashtags or YouTube keywords you might want to use in the future to expand your reach)
- Trends (i.e., what is your audience talking about, what new ideas, aesthetics or memes are popping up, are the platforms offering new tools and services, etc.)

Social media monitoring is crucial for brands to flourish on social media and be good social citizens. If a new customer just stepped in the door, for example, you wouldn't start with a high-pressure sales pitch (or an educational lecture, or even a stand-up act). You would first listen to them in order to at least ascertain their needs or the reason they are at your office. Similar to this, it's important to pay attention to what others are saying on social media in order to be relevant, interesting, and to avoid making awkward mistakes.

4.3.2 Few brands social media monitoring

1. Hootsuite

What does it monitor? All major social media platforms

Paid or free? Free tool with paid options

Hootsuite's configurable search streams will monitor whatever social site you want so that you can see what's happening at a glance. It is debatably the simplest social monitoring tool to use on this list. Focus on important subjects, trends, and social media mentions using specified keywords, hashtags, regions, and individuals.

Hootsuite's free account includes streams, but if you want access to in-depth custom analytics, try the professional plan for free for 30 days. You may also utilise Hootsuite Insights, powered by Brand watch, if you really want to delve into social listening. Hootsuite Insights can provide you a quick overview of millions of online discussions in real time and is a premium tool that qualifies more as a social listening tool than a social monitoring software. You can perform a keyword or subject search and filter the results by area, date, demographics, and more. You will be able to recognise thought leaders or brand evangelists, comprehend how the market views your company, and receive prompt alerts if and when your mentions increase (for good or for bad).

2. Nexalogy

What does it monitor? Most major platforms + broader web

Paid or free? Free tool

Top-notch data visualisations, such as interactive timelines, heat maps depending on geography, and lexical cluster maps that display topical patterns, set Nexalogy apart. Additionally, there is the "basic" information that would take a person weeks to understand, such as the most popular terms and active accounts.

3. Mentionlytics

What does it monitor? All social platforms + broader web

Paid or free? Free tool

Mentionlytics is a professional-grade social media monitoring app that tracks mentions, keywords, and sentiment across multiple languages.

4. Reputology

What does it monitor? Yelp, Google, Facebook reviews + other review sites

Paid or free? Free tool

For customer-facing businesses, a bad review can be a real blow if it isn't dealt with correctly and quickly. Reputology lets you monitor major review sites such as Yelp, Google, and Facebook reviews from one dashboard. You can track activity across multiple storefronts and locations and respond using quick links.

5. Tweepsmap

What does it monitor? Twitter

Paid or free? Free tool

This combination analytics/social monitoring tool is built to show Twitter power-users how hashtags and topics travel, so you can tune into what your audience is talking about.

6. Reddit Keyword Monitor Pro

What does it monitor? Reddit

Paid or free? Paid tool

With 430 million average monthly active users, Reddit is an often-overlooked social platform where conversation is often in-depth and honest. This tool allows you to monitor the site's 138,000 active communities for the conversations you care about.

7. Talkwalker

What does it monitor? Most major social platforms + broader web

Paid or free? Paid tool

Talkwalker offers more than 50 filters to monitor conversations across 150 million data sources, including blogs, forums, videos, news sites, review sites, and social networks. You can easily analyze engagement, reach, comments, and brand sentiment.

4.3.3 How to set up social media monitoring

Step 1: Determine which social media monitoring tool will serve your needs best.

If you haven't yet narrowed it down, refer return to the list above.

Step 2: Plan out your search phrases

What phrases or names are people using to describe your company? If you run a fast-food restaurant, your veggie burgers may get much more attention than your CEO. If you're a 5-person AI firm, on the other hand, the name of that well-known investor can be the point of entry for discovery. Some locations to start are listed here:

- @MoodyBlooms and #MoodyBlooms are examples of handles and mentions that use the same brand or business.
- Name(s) of the product(s), e.g., #PeekFreans #MoonPie
- The names of CEOs, thought leaders, spokespersons, etc.
- Catchphrases or slogans
- Brand-specific hashtags, such as #optoutside and #playinside

Additionally, you should do the same for each of your main rivals.

- Industry hashtags or keywords (i.e., #inboundmarketing, #SEO,)
- Community or group hashtags or keywords (i.e., #banffcentreartist)
- Platform-specific hashtags or keywords (i.e., #containergardenersofinstagram, YouTubers)
- Location hashtags or keywords (i.e., #MileEnd, #JasperNationalPark #QueenWestWest)

Step 3: Configure your brand monitoring software's searches.

Depending on the tool you select, this will occur.a tool should support as many simultaneous and saved searches as possible. (Entering the name of your main adversary daily into the Instagram search bar is just too depressing.)

Step 4: Consistently check your streams.

If you're the brains and hands behind Instagram, you'll check your streams every day, maybe even hourly, or maybe you'll never actually stop. You might want to create a reminder for yourself to look through the results of your search.

Step 5: Keep in mind to periodically review and modify your search terms.

Social media monitoring is never completely finished, much like all other occupations using social media. After a few weeks of monitoring and setting yourself up, take another look to make sure your search is actually catching everything you want while excluding anything else. Consider adjusting your search parameters if you're receiving an excessive number of results, especially ones that aren't relevant. Widen them if you're not seeing many pop ups.

4.3.4 Best social media monitoring practices

- Decide why are you monitoring
- Choose a tool that fits both your budget and your needs
- Choose relevant keywords
- Check for spelling and punctuation
- Use required keywords
- Think twice about long-tail keywords
- Monitor in each language that your clients use
- While you're observing, feed your hashtag and keyword strategy. Identify influencers and brand advocates you might want to collaborate with.
- Create warnings for unusual activity
- Clean up your social listening results:
 - Take a day or two to observe your results
 - Look for irrelevant results
 - Use Excluded keywords
 - Delete irrelevant results manually
 - Block domains and mute authors that are giving you irrelevant results
 - Use Required keywords to clean up your results
- Explore all the features of the social listening tool
- Prioritize your results
- Create a benchmark to compare your results
- Mark your results, so they're easy to find
- Customize your project and set up e-mail notifications
- Collect historical data
- Share your findings

UNIT 4.4: Social Media Benchmarks and KPIs

Unit Objectives



At the end of this unit, participants will be able to:

1. Describe the importance of social media metrics and numbers
2. Explain the social media benchmarks and KPIs
3. Elucidate KPI measurement methods
4. Discuss how to measure social media web traffic
5. Explain how to measure social media engagements / engagement rate
6. Describe social media web traffic measurement

4.4.1 Introduction

The benchmarks and KPIs for social media are distinct but related. Both are crucial components of social media analysis and are used to not only assess a program's general health but also to decide what needs to be changed moving forward.

Importance of Social Media Metrics and Numbers

Data, or lack thereof, is the life or death of many social media platforms, especially when the time for annual budget reviews comes. In terms of social media metrics, we've discovered that programs that lack a clear image of where they've been and where they want to go struggle to justify their existence. Which frequently implies that no funding is approved to continue any advancement made in earlier months. What performance metrics should you be paying attention to, and who decides if such metrics are sufficient?

The list of social media indicators is endless - likes, clicks, shares, comments, views of videos, and so on. However, your program and goals will determine what you pay attention to. Views of videos won't rank highly on that list if you're not currently investing in them. What your rivals are doing to increase audience engagement in the sector will also influence what you pay attention to. And this is where we get into social media benchmarks and KPIs, otherwise known as key performance indicators.

In social media benchmarking, your performance metrics are compared to a baseline that is typically established by best practices in the industry and rival activity. It serves as the external compass by which you can direct your software to make sure you keep up with competitors in the field.

The internal objectives you're working toward for your social media program are known as KPIs.

Key performance indicators include, for instance:

- By the end of the month or year, how many followers do you hope to have attained?
- How much more engagement do you want there to be overall?
- What number of videos do you intend to produce and release?

4.4.2 Social Media Benchmarks and KPIs

Your KPIs for social media will, to some extent, be influenced by your social media benchmarks. You should most certainly set your sights on that goal if the average Facebook interaction rate across all your competitors is 2.5 percent. The difference between where you are now, and 2.5 percent is the growth in engagement rate for that KPI.

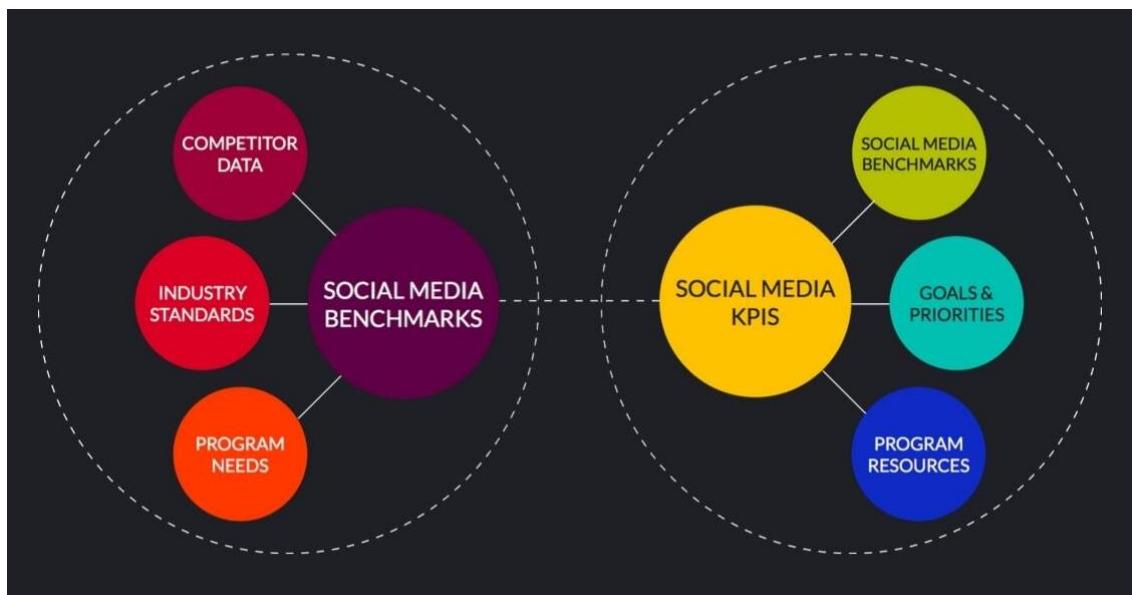
Alternatively put:

Company A's engagement rate is 2.1 percent, compared to competitors X, Y, and Z's average engagement rate of 2.5 percent.

KPI for Business A: 2.5% Engagement Rate

For Company A, the engagement rate KPI target growth is an increase of 19%.

KPIs, however, ought to be influenced by internal metrics as well. They must also be created keeping your resources in mind. Returning to the video example, competitor X may have an average of 2,500 views each video, but if you lack the funding to produce videos, you shouldn't make video views a key performance indicator. That is just a frustration exercise. However, you should and can use that data to decide on the entire program's actions. Given that videos have been shown to be effective by outside sources, you can decide to stress videos more in the coming year while de-emphasizing GIFs.



Source: <https://www.branchandbramble.com/blogs/social-media-benchmarks-vs-kpis>

4.4.3 KPI Measurement Methods

Getting a little more specific about our previous point, measuring your key performance indicators For any given metric, there are numerous ways to accomplish this. Below are two instances of social media KPIs that are less evident than standard likes or shares, along with our recommendations for how to measure them.

First!

Choose a tool or technique before you start to help you compile metrics from your numerous social media platforms so you can precisely create an overall picture of your program. If you utilise a scheduling tool to run all your channels (Sprinklr, Later, etc.), it will probably be able to give you a broad overview and growth statistics. However, chances are they won't cover everything you need and that's where an excel sheet will come in handy.

4.4.4 Measuring Social Media Web Traffic

We are specifically referring to social media traffic to websites.

Although Google Analytics does separate social referral traffic, its default level of granularity is somewhat lacking. Implement UTM tracking to classify your social referral web traffic more accurately by earned, owned, and paid social media.

Source - Source includes information about the platform and the kind of content you're making.

Platform-type is a general guideline that can be applied outside of social media sites if you choose.

- twitter-post
- twitter-paid
- facebook-post
- facebook-paid
- blog-post
- blog-advertorial

Medium - Medium is the general category of the traffic source. In this case, it would be social. We like to combine the general "social" source with the specific brand social profile.

- influencer-social
- brandname-social
- partner-social

Campaign - Campaign is just that, the name of your campaign for a marketing initiative, product, partnership.

- special-brand-sweeps
- always-on

Make sure to use lowercase letters and hyphens to separate words in your tracking syntax. We can more finely filter various sources and media thanks to the hyphens. Consider the following scenario: We want to know how much referral traffic came from social media, as well as which social accounts are most successful in generating these recommendations (brand profiles, influencer profiles, partner profiles). We can slice and dice the data both ways by using a hyphen. Keep being consistent is most crucial. Once monitoring is set up and every link from social media leading back to the brand website has the tracking code inserted, you can use Google Analytics to establish custom channel groups to distinguish between owned, earned, and paid social referral traffic. From there, it's much easier to determine if the program is meeting the set KPIs and overall growth metrics.

4.4.5 Measuring social media engagements/ engagement rate

Although many reporting solutions may already provide you with this information, we advise learning how this statistic is determined. What does the tool define as an engagement, and how does it compare to your view? In their engagement rate metric, Twitter takes into consideration profile clicks, media clicks, hashtag clicks, detail expansions, and a variety of other things.

We like to concentrate on interactions with brands that demonstrate a more deliberate intent, such as URL clicks, retweets, responses, and likes. Since they steer away from deeper brand connection, hashtag clicks typically do not have a strong intent indication. Unless, of course, it's a marketed hashtag. Decide which engagements you want to track, then total them all.

Divide the amount of the engagements by the total number of impressions or reach to determine the engagement rate (using impressions or reach is dependent on the platform and what you focus on for your brand reporting). You might be able to develop bespoke computations to avoid doing this manually, again depending on your reporting tools. The study of social media involves both art and science. And it involves more than just math. Seek out the numbers' underlying meaning. You will be able to base your selections on accurate data after you combine the measurements with your anecdotal knowledge and brand story.

Scan QR code for topic related video or click on link

Online Marketing: Tools and Techniques



<https://youtu.be/qQdXB8qSY-E>

Social Media Monitoring



<https://youtu.be/o35Fs-Ik9FA>

Organic and Paid Search Engine Marketing



<https://youtu.be/CEpcMPyjX4s>

Social Media Benchmarks and KPIs



<https://youtu.be/mPiWWnJsVGw>





5. Design the content for the social media

Unit5.1-Planning social media design strategy
Unit5.2 -Social Media designing
Unit5.3 - Social Media Audit



MES/N0710

Key Learning Outcomes



At the end of this module, participants will be able to:

1. Plan social media design strategy
2. Explain design assets
3. Describe content sizes and dimensions for each platform
4. Explain the use of graphics in social media designing
5. Describe how to improve social media visual strategy
6. Conduct a social media audit

UNIT 5.1: Planning social media design strategy

Unit Objectives



At the end of this unit, participants will be able to:

1. Plan social media design strategy
2. Explain design assets
3. Describe content sizes and dimensions for each platform

5.1.1 Search Engine Optimization

Designing your plan for social media is the first step (or review your existing one). Design should improve your content and support the messages you want to convey, thus, to succeed, a strong messaging plan must be developed first.

- **Consider your present channels' audiences.**

The target audience research for your overarching brand strategy may have already been done, but the audience for each social media platform will represent a particular subset or cross-section of your larger audience. Learn about the people who are already following your material on social media and what they are looking for in order to create the most effective social media design. Make sure this is supported by market research; perform interviews, surveys, use the analytics of the site to uncover demographic data, and keep track of any feedback or comments made by your followers. Next, build user personas for both the audiences you already have and the ones you wish to reach. Personas are crucial because creating content for a person is considerably simpler than creating it for facts and data.

- **To reach your audiences, pick the most effective platforms.**

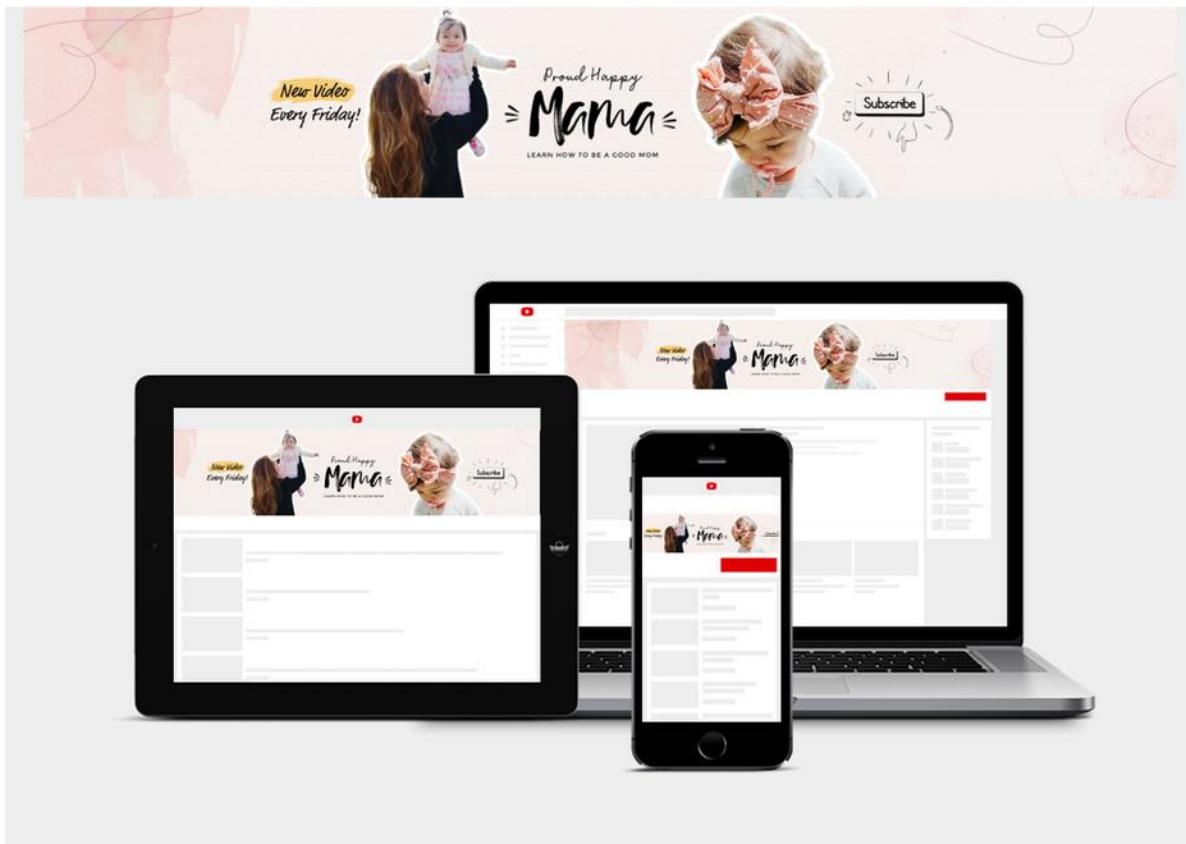
Although social media is essential for businesses, not all social media platforms are required for all enterprises. It makes sense for a food business to invest extensively in Pinterest since, for instance, recipes there are known to do well, but it won't be as vital for, say, a home security brand. Choose a handful of the numerous social media networks available after researching your options and the preferences of your audience and sector. Using only the most well-known platforms could cause you to overlook social media apps with specialty audiences that would be ideal for your brand.

- **Analyze the media formats that succeed on various platforms.**

Focusing on the types of content to produce and, eventually, how that content should be designed, will be made possible by reducing the size of your audience and social media channels. The platform will impose some restrictions on the kinds of material you can produce (Instagram favors imagery and video, Twitter favors short messages and clips).

There should be a how-it-works page for each platform that details the media restrictions. Other content kinds will be determined by user trends. For example, while Facebook users can upload movies and write messages, many of them post article links instead. Reviewing user behavior while keeping a tight eye on your competition to get an idea of how to best use each channel.

5.1.2. List, brief and schedule your design assets



Source: <https://99designs.com/blog/marketing-advertising/social-media-design/#1a>

Make sure you catalogue all the design assets you need for every platform and screen size. Design by D C T A R S.

You can begin creating a design pipeline with a series of briefs now that you are more aware of your target and the channels you'll be employing. This will assist you in staying organised during the design phase, combined with a content calendar. Ensure that the following is documented:

- Plans for next content
- The content's objective and target audience
- Examples of competitor material
- Graphical medium (photograph, video, illustration, animated gif)
- Either a caption or text replica

5.1.3 Keep a reference of the content sizes and dimensions for each social media platform

A reference of social media content sizes and dimensions is must-have for any designer. This allows you to quickly size your canvases and to adapt designs across different platforms. Social media sizes tend to change now and again, so be sure to update this list regularly.

Social Media Image Sizes 2022

				
Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	N/A	N/A
Cover photo:	N/A	851 x 315	1500 x 1500	1128 x 191

Hootsuite®

Source: https://blog.hootsuite.com/social-media-image-sizes-guide/#Quick_social_media_image_sizes

Hootsuite®

Instagram Image Sizes




PROFILE PHOTO

320 X 320 PIXELS

FEED PHOTOS



LANDSCAPE
1080 X 566
PIXELS



PORTRAIT
1080 X 1350
PIXELS



SQUARE
1080 X 1080
PIXELS



THUMBNAILS

Display size:
161 X 161 PIXELS

Recommended upload size:
1080 PIXELS WIDE



STORIES

1080 X 1920 PIXELS

CAROUSELS

Landscape:
1080 x 566 pixels
Portrait: 1080 x 1350 pixels
Square: 1080 x 1080 pixels

REELS

1080 x 1920 pixels
aspect ratio of 9:16.
Cover photo:
1080 x 1920 pixels

ADS

Landscape:
1080 x 566 pixels
Square: 1080 x 1080 pixels
Minimum width: 320 pixels
Maximum width: 1080 pixels

STORIES ADS

1080 X 1920 PIXELS

Hootsuite®

Twitter Image Sizes




PROFILE PHOTOS

400 X 400 PIXELS
(recommended)

Minimum image size:
200X200 PIXELS



HEADER PHOTOS

1500 X 500 PIXELS
(recommended)



IN-STREAM PHOTOS

1600 X 1900 PIXELS
(recommended)

Minimum size: 600 X 335 PIXELS

CARD IMAGE

120 X 120 PIXELS
(minimum)

ADS

Single and
multi-image tweets:
Minimum 600 x 335 pixels

Website card image:
800 x 418 pixels for 1.91:1
aspect ratio. 800 x 800 for
1:1 aspect ratio.

App card image:
800 x 800 pixels for 1:1
aspect ratio. 800 x 418 pixels
for 1.91:1 aspect ratio.

Carousels:
800 x 800 pixels for 1:1
aspect ratio. 800 x 418 pixels
for 1.91:1 aspect ratio.

Direct Message card:
800 x 418 pixels for 1.91:1
aspect ratio.

Conversation card: 800 x 418
pixels for 1.91:1 aspect
ratio.

Hootsuite®

Facebook Image Sizes



PROFILE PHOTOS

170 X 170 PIXELS



COVER PHOTOS

851 X 315 PX
(recommended)

-Display size desktop:
820 X 312 PIXELS

-Display size smartphone:
640 X 360 PIXELS

Minimum size:
400 X 150 PIXELS



POSTS AND TIMELINE PHOTOS

Recommended size:
1200 X 630 PIXELS

Minimum size:
600 X 315 PIXELS



COVER PHOTOS

1200 X 628 PIXELS
(recommended)

PANORAMA OR 360 PHOTOS

30,000 pixels in any dimension, and less than 135,000,000 in total size

STORIES

1080 X 1920 PIXELS
(recommended)

ADS

Feed ads:
1080 x 1080 pixels.
Minimum size 600 x 600 pixels. Ratio 1.91:1 to 1:1.

Right Column ads:
At least 1080 x 1080 pixels.
Minimum size 254 x 133 pixels. Ratio 1:1.

Instant Articles:
At least 1080 x 1080 pixels.
Ratio 1.91:1 to 1:1.

Marketplace ads:
At least 1080 x 1080 pixels.
Ratio 1:1.

Search:
At least 1080 x 1080 pixels.
Minimum size 600 x 600 pixels. Ratio 1.91:1 to 1:1.

Sponsored Messages:
At least 1080 x 1080 pixels.
Ratio 1.91:1 to 1:1.

Messenger inbox ads:
At least 1080 x 1080 pixels.
Ratio 1:1. Minimum size 254 x 133 pixels

Messenger Stories ads:
At least 1080 x 1080 pixels.
Ratio 9:16. Minimum width of 500 pixels.

Hootsuite®

LinkedIn Image Sizes



PROFILE PHOTOS

400 X 400PX
(recommended)



PROFILE COVER PHOTOS

1584 X 396 PX
(recommended)

BLOG POST LINK IMAGES

1200 X 627 PIXELS
(recommended)

SHARING A LINK IN AN UPDATE

1200 X 627 PIXELS
(recommended)

ADS

Company logo size for ads: 100 x 100 pixels

Spotlight ads logo:
100 x 100 pixels

Spotlight ads custom background image:
300 x 250 pixels

Sponsored content images:
1200 x 627 pixels (1.91:1 aspect ratio)

Sponsored content carousel images:
1080 x 1080 pixels (1:1 aspect ratio)

COMPANY PAGES

Company logo:
300 x 300 pixels

Page cover:
1128 x 191 pixels

Life tab main image size:
1128 x 376 pixels

Life tab custom modules:
502 x 282 pixels

Life tab company photos:
900 x 600 pixels

Square logo:
At least 60 x 60 pixels

Hootsuite®

Pinterest Image Sizes




PROFILE PHOTO

165 X 165PX
(recommended)



PROFILE COVER PHOTO

800 X 450PX
(at minimum)

PINS

Square pins:
1000 x 1000 pixels
Recommended size:
1000 x 1500 pixels

STORY PINS

**1080 X 1920
PIXELS**
(recommended)

FLEETS

**1080 X 1920
PIXELS**

COLLECTIONS PINS

Aspect ratio: 1:1
(recommended) or 2:3
Recommended size:
1000 x 1000 pixels or
1000 x 1500 pixels

ADS AND CAROUSELS

App install ads:
A 2:3 aspect ratio is
recommended.
1000 x 1500 pixels
recommended.
Carousel Pins and ads:
An aspect ratio of either 1:1
or 2:3. 1000 x 1500 pixels or
1000 x 1000 pixels
recommended.
Shopping ads:
A 2:3 aspect ratio is
recommended. 1000 x 1500
pixels recommended.

Hootsuite®

Snapchat Image Sizes




ADS

1080 X 1920 PIXELS
(minimum)

GEOFILTER

120 X 120 PIXELS
(minimum)

Hootsuite®

Youtube Image Sizes



PROFILE PHOTO

800 X 800 PIXELS
(recommended)



BANNERS

2048 X 1152 PIXELS
(at minimum)



VIDEO

1280 X 720 PX
(at minimum)

THUMBNAIL

1280 X 720 PIXELS

UNIT 5.2: Social media designing

Unit Objectives



At the end of this unit, participants will be able to:

1. Explain the use of graphics in social media designing
2. Describe how to improve social media visual strategy

5.2.1 Introduction

Nowadays, consumers frequently learn about brands for the first time on social media channels. Therefore, creating a strong social media presence begins with establishing a great first impression. Your brand perception will be impacted by your social media design. Every article you write, and upload online tells a story and builds your brand. Assuring that the tale connects with your audience and supports your overall messaging is important. This is crucial on websites like Instagram, TikTok, and Facebook that emphasize visual content. However, you still need to check that your designs are the same across all platforms.

Why graphics?

Studies have shown that infographics and photographs get more interaction than standard postings because people are predisposed to respond better to visuals. Photos are the main form of content on Instagram, Pinterest, and Tumblr; Google+ offers photo postings excellent real estate; and Facebook and Twitter posts with images receive more engagement than posts without images. When it comes to visual content, social media users are much more inclined to click "share," "like," or "favourite."

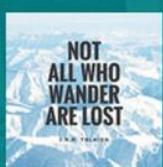
Optimise your images for different social networks

Post frequently on a number of social media platforms, such as Facebook, Twitter, Pinterest, Google+, and LinkedIn, to maintain a social media presence. Maintaining your pictures in the best possible condition is essential to a strong social media strategy since posts with photos receive far more interaction than posts with links and text. Each platform primarily requires photos in a variety of sizes. Canva offers a variety of social media templates styled to fit each network's ideal size to make this simple. Additionally, utilising custom dimensions, it's simple to make an original template for your own distinctive ideas.

Social Media Posts



Twitter Post



Social Media



Pinterest Graphic



Facebook Post



Facebook App



Tumblr Graphic



Instagram Post

Source: <https://www.canva.com/learn/getting-started-social-media-design/>

Include your logo in your profile image

Using your logo as your profile image is a good general rule of thumb. Don't be afraid to get creative and design a variation of your logo, as long as your audience can still immediately recognize the brand.



Fig 5.2.1.1: Wallpaper magazine uses its asterisk logo across its social media platforms*

Source: <https://www.canva.com/learn/getting-started-social-media-design/>

Your cover photo and profile picture ought to go together

Regarding profile photographs, it is important to notice that your cover photo and profile image should harmonise, whether through use of colour, imagery, mood, or language. This harmony and balance can be attained by adding a filter to the cover photo image.



Source: <https://www.canva.com/learn/getting-started-social-media-design/>

Kinfolk Magazine's profile picture on Twitter, which is a screenshot of a magazine cover, and its cover photo or banner all share the same colour scheme and mood. It is simple to update the cover photo to fit a new magazine edition as it is published. To generate colour harmony, utilise a colour picker tool. On Twitter, you can select the 'theme colour' for the page (click on Design under Setting). Pick a colour that goes well with the brand.

Consistency in image design

Choose pictures that match your brand and are both consistent with it and with it.

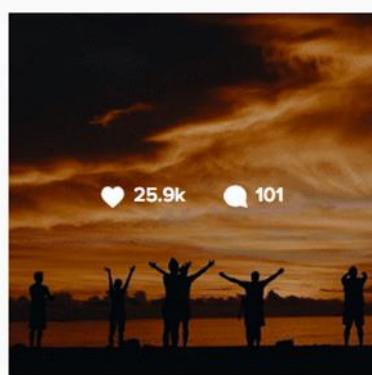
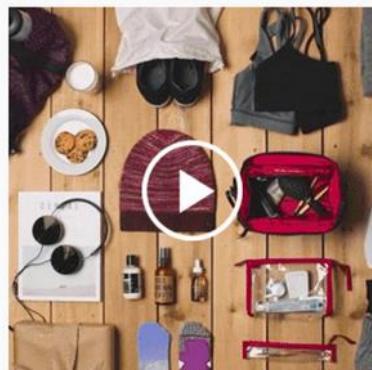
Consider:

What interests your fans?

What exactly are you attempting to market, a product, or a service?

What kind of things, if your brand were a person, would it enjoy seeing and do?

With the help of these questions, you may identify the traits and personality of your brand and locate photos that fit. Additionally, to avoid inconsistency when retweeting or sharing, use pictures that complement your brand.



Source: <https://www.canva.com/learn/getting-started-social-media-design/>

For instance, Lululemon Athletica frequently posts pictures of happy people, gorgeous scenery, nutritious food, outdoor activities, and inspirational phrases on its social media channels.

The company's purpose is to "provide components for people to live long, healthy, and enjoyable lives," which is reflected in these photographs.

Employ constant branding

Think of Coca-brilliant Cola's red, Cadbury's rich purple, and Nike's "Just Do It" slogan as examples of brands that have maintained consistency and gained awareness. By using the same fonts, colours, or images throughout all of your social network designs, you may create consistent branding.



Source: <https://www.canva.com/learn/getting-started-social-media-design/>

Notice the consistent color palette across Canva's Twitter page. The 'Under Construction' image picks up the color of the words 'can be' in the banner.

Produce a range of interesting content

When it comes to posting high-quality, shareable content, value and variety are hot topics. Don't limit posts to just one or two themes, and make sure each one is pertinent and useful to users as well as your site. More valuable material has a wider audience reach on social media, which could increase website traffic.

You might use:

- Weekly encouraging words
- Industry advice
- Occasion posts
- Company achievements
- Competitions
- Infographics

Tips on creating valuable content

- Promoting graphic sharing through a contest or gift
- Enhance a motivational saying with your own artwork.
- Rewrite previous material and give it a new twist.
- Make use of other graphics.
- Positive karma.
- Impart free knowledge

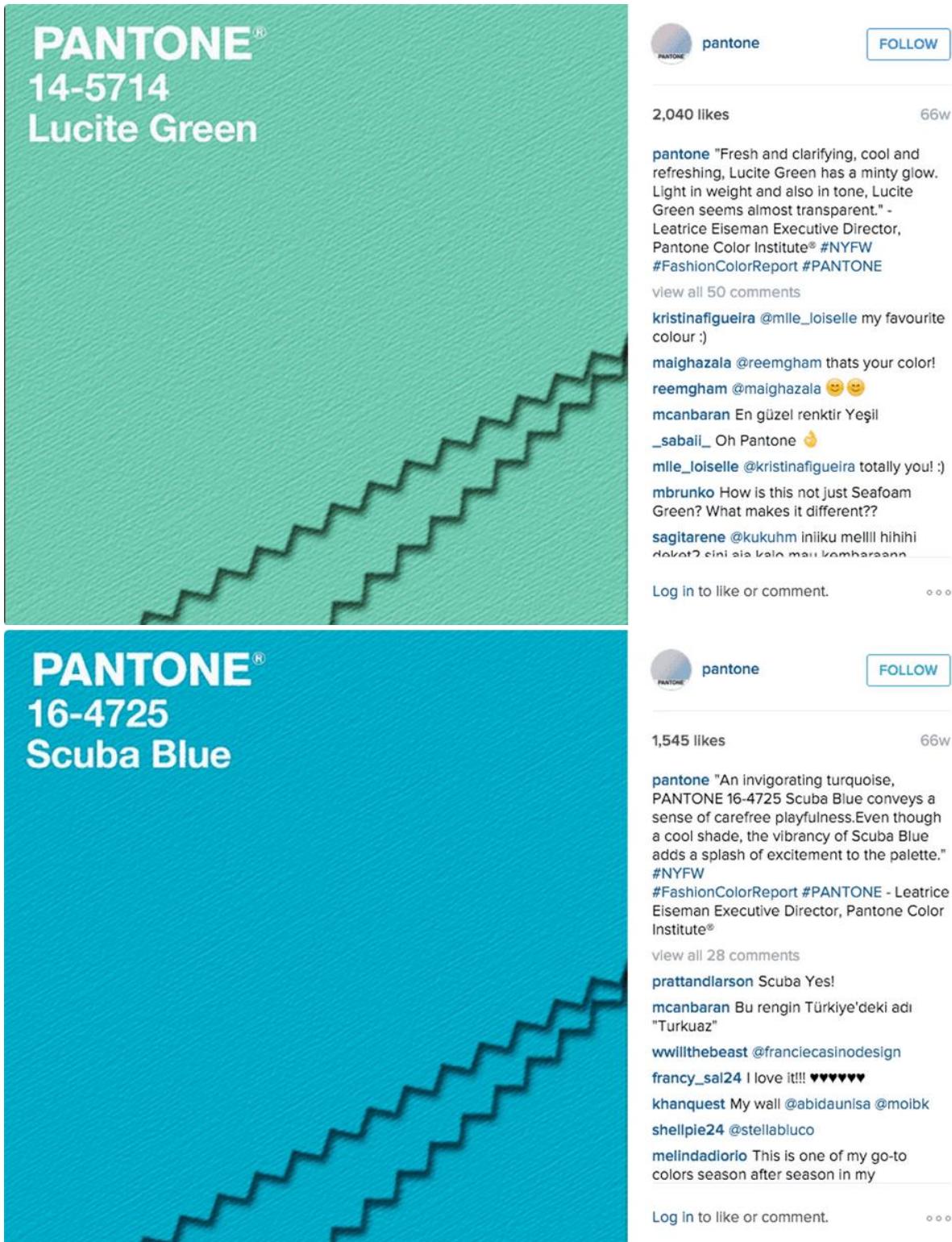
This can be accomplished by using infographics, which present a wealth of intriguing and pertinent data in a visually appealing format.



Source: <https://www.canva.com/learn/getting-started-social-media-design/>

Establish templates to ensure uniformity

Make templates for your social media pages to ensure uniformity and to have ready-to-use images whenever you need them.



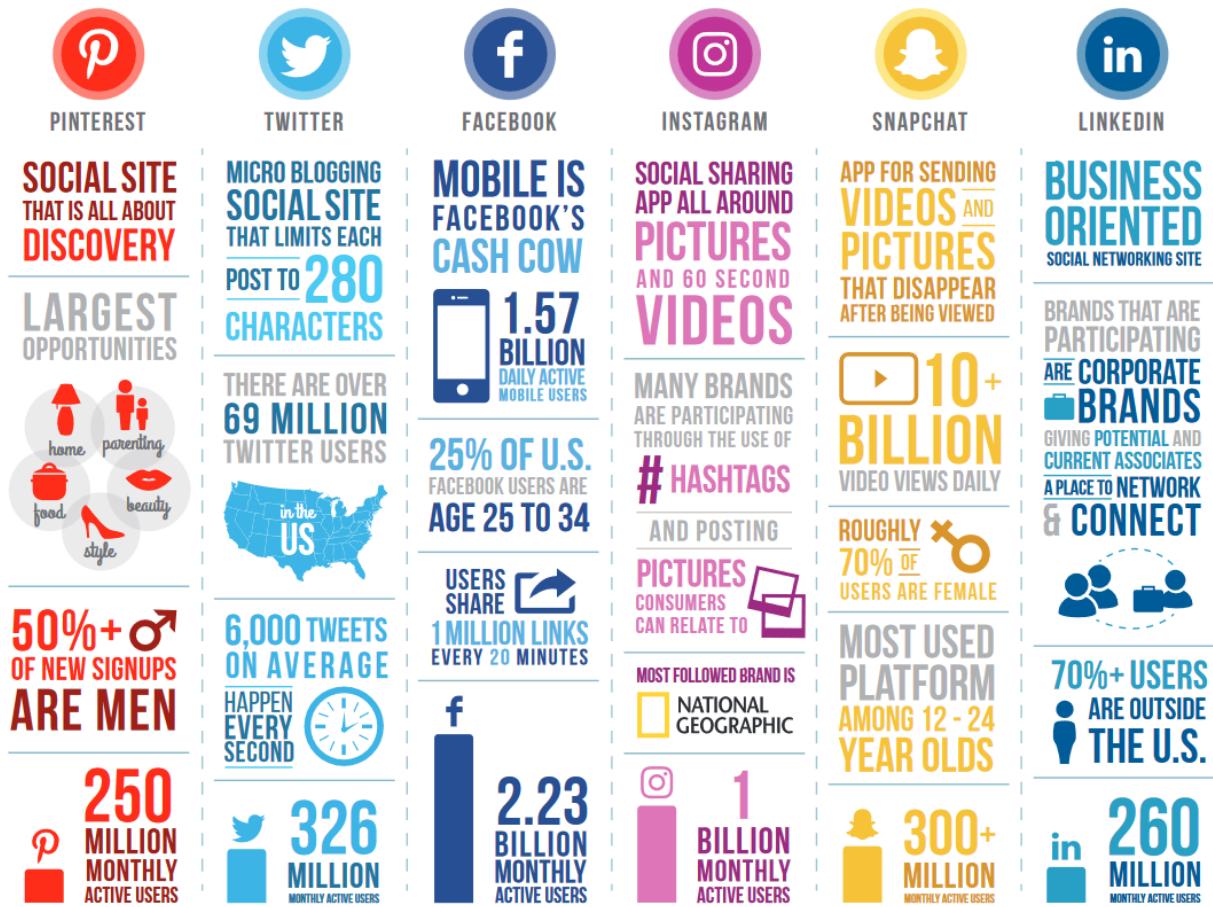
Pantone have used the same template for these two graphics keeping the font layout the same while the text and background color have been changed. Keeping certain elements consistent is also essential for brand recognition.

Make it simple to share images

Make it simple for visitors to your website to share, publish, tweet, and pin photographs. 'Share buttons' with identifiable social media icons should be included. Users who share your photographs will introduce them to other users, increasing brand awareness and recognition. Without any further effort, those are possible new users, fans, clients, and customers.

Make images worthy of sharing

Users will only share quality content, therefore make sure all graphics are worthy of sharing. To ascertain which graphics, garner the most attention and interaction, keep an eye on analytics and social media pages. Additionally, include a call to action to entice people to contribute images.



Statistics as of 12.27.2018 Designed by: Leverage - leveragestl.com

Source: https://www.leveragestl.com/wp-content/uploads/2017/08/Social-infographic_2018.pdf

Keep in mind that the more original and resourceful an image is, the more likely it is that people will share.

Ensure that images point to your website

Every image you upload to social media, or your website should include a link back to it or to your primary landing page. When unique material is connected to a website, Google algorithms are more likely to value it, which helps your site rise in the search engine results.

UNIT 5.3: Social Media Audit

Unit Objectives



At the end of this unit, participants will be able to:

1. Define a social media audit
2. Conduct a social media audit
3. Prepare a checklist for social media audit

5.3.1 Introduction

It can be challenging to maintain a social media presence when your full-time job forces you to focus your time and attention elsewhere. When neglected, social media profiles can soon deteriorate. Performing an audit can assist in regaining control. On the other hand, there are those among you who diligently update your social media profiles and keep everything in line. In situations like these, audits are also useful. They may provide crucial chances for introspection and development. In general, audits are beneficial for everyone, regardless of your stage in social media marketing.

What is a social media audit?

You can get a complete picture of how social media is benefiting (or not) your company by doing a social media audit. The practice of evaluating certain indicators in order to assess your present social media strategy is known as an audit. Data on demographics, engagement, geography, campaign effectiveness, and other factors are among these indicators. A social media audit may contain impressions, remarks, likes, shares, and other interactions, as well as information on the most popular postings and audiences. You can utilize the information in this data to increase the value of social media for your company.

5.3.2 How to Do a Social Media Audit?

Keep in mind that you don't have to start from zero while you conduct your social media audit. To get started, use templates or examples. Be prepared to conduct extensive research and in-depth analysis. We'll go over the steps of a social media audit below.

1. Begin with the essentials

Gather up every social media account your company currently has, even those where you may not have posted anything or where you haven't been active in a while. Keep track of your username or handle, the URL, you're following or subscriber count, interaction data, and any other KPIs that may be pertinent for each platform.

2. Examine the engagement of each profile

Social media platforms typically have built-in analytics capabilities that offer a wealth of useful data. Keep track of the engagement analytics, demographic data, top posts, impressions, and reach for

each platform. This information helps highlight the advantages and disadvantages of each platform for your company.

3. Recognize the trends

Now that you know which of your posts performed the best on each platform, look for any patterns. See what similar themes emerge across popular postings on various networks. Investigate the post's genre, intended readership, date of publication, and any accompanying media. You should be able to identify these trends in how your audience interacts with your business when you examine the data gathered. Which website platform brings in the most visitors? Where are the sources of the highest levels of engagement? Which form of content is most frequently consumed by which demographic? You can start to analyze these patterns from the data.

Set objectives for each platform

Choose what you wish to change after evaluating the state of each of your social media pages. Also take into account what is presently working effectively that you could enhance. These objectives should go beyond merely increasing the number of followers. Your social media objectives should center on how social media may help your company, such as boosting website traffic, brand exposure, and engagement.

5. Make a plan

Collecting data through your social media audit is a large undertaking. However, don't let that distract you from its purpose. The audit is meant to help you determine what needs to change about your utilization of social media. Once you've completed the audit and set your goals, forge a plan for how to accomplish them.

6. Explore new platforms

It's possible that your company is concentrating its efforts on the major platforms while underutilizing others. So, go for it if you see promise elsewhere or simply want to investigate new possibilities. Use the data you've gathered to guide your decision on the areas where your content has the best potential for success and audience engagement. Additionally, social media audits must be carried out every three months so that data for any new endeavors can be easily tracked.

5.3.3 Social media audit checklist

This is what the audit should cover:

Examine your social media profiles

- Locate and document all your social media profiles, official and unofficial
- Check for completion of all details on these profiles and for consistency in imagery and message
- Follow up on your goals and compare performance today to performance one and two years ago

Examine those who do it well

- Find 4 to 8 niche influencers and examine how they manage their brand on social media
- Observe imagery and branding on each of their profiles
- Measure key metrics like followers and engagement

Make an action plan for improvements and goals for your profiles

Social Media Audit Tools

Your audit could go more quickly and easily if you use the correct tools. Platforms for managing social media can gather the data required for an audit and track it over time so that it is always visible to you at a glance. Many will provide you with in-depth analytics that go beyond what each platform's built-in features can do. Check out the resources listed below to discover what might be useful for your company:

Sprout Social is a single platform for managing social media that offers a detailed look at how users engage with your social media pages.

HootSuite: This program generates unique reports for your company that demonstrate just how social media affects your brand.

Unmetric: This platform focuses on making it easier to evaluate, assess, and compare the social performance of your company.

Zoho Social: This tool's monitoring feature provides you with a number of "listening" columns that change in real-time when interactions with your social media profiles take place.

Sociality.io: This application also provides social media reports on rival businesses so you can see how your audience is interacting with your sector online.

Scan QR code for topic related video or click on link

Social Media design strategy



<https://youtu.be/pj5LRL3nwBg>

Social Media Audit



<https://youtu.be/el8yN4pfx9E>





6. Implement the social media strategy

Unit6.1 - Identifying Target Audience

Unit6.2 - Competitive Analysis



MES/N0711

Key Learning Outcomes



At the end of this module, participants will be able to:

1. Describe target audience
2. Explain what information is required to create a customer profile
3. Review primary and secondary audiences
4. Elucidate how to carry out market analysis
5. Explain competitive analysis and its benefits
6. Conduct a competitive analysis
7. Enlist factors competitor analysis should include

UNIT 6.1: Identifying Target Audience

Unit Objectives



At the end of this unit, participants will be able to:

1. Describe target audience
2. Explain what information is required to create a customer profile
3. Review primary and secondary audiences
4. Elucidate how to carry out market analysis

6.1.1 What is a target audience?

"Target audience" has a more specific meaning than "target market." It specifically refers to the consumer demographic that marketing messaging targets. A target audience is "a group that has great potential to respond positively to a brand message," according to advertising expert Tom Duncan. Your target audience is the group you want to focus your marketing efforts on, whether or not they are the final consumers of your product. You must comprehend who your target audience is and what their actual wants and preferences are in order to interact with them effectively.

In the words of Robert G. Allen, "no matter what your product is, you are ultimately in the education business." "Your clients need to be continuously educated about the various benefits of doing business with you, trained to utilize your products more efficiently, and taught how to create never-ending improvements in their lives," the author writes. Additionally, keep in mind the words of author and marketing guru Orvel Ray Wilson: "Clients buy for their reasons, not yours."

6.1.2 How to define your target audience

1. Information about the target population to create a customer profile

There is no arbitrary definition of target audiences. They are made up of important pieces of information that let you create thorough buyer personas. You can use these important data elements to create a profile of your target clientele.

Psychographics

Psychographics refer to psychological factors that shape a consumer's belief system, such as:

- Values, morals, or ethical beliefs
- Concerns, such as concern about the environment
- Aspirations, such as a desire for career advancement or marriage
- Lifestyle, e.g., an active lifestyle, a party lifestyle, or a sedentary lifestyle
- Opinions, such as political opinions

By determining the psychographics of a target market, a brand or company can better relate to them and comprehend their priorities. For instance, if you are marketing ethical jewellery and you are aware that your target consumer is ecologically conscientious, you may emphasize this fact.

Interests

What consumers are interested in may be reflected in their leisure activities and spending patterns. Some examples of interests are:

- Hobbies
- Favorites media/websites
- TV shows and motion pictures
- Popular stores
- Fitness exercises

Finding appropriate ways to engage with a target audience can be made possible by a brand's or company's understanding of their interests. For instance, you might develop a TikTok marketing campaign referencing the Netflix sensation "Squid Game" if you are aware that your target audience enjoys spending Friday evenings browsing TikTok while binge-watching the show.

Behaviors

The term "behavior" describes how your target market engages with your brand (this is often based on data gleaned from current customers).

Examples comprise:

- Are they more likely to shop in person or online?
- Do they have the money for express delivery?
- Do they make use of promotional deals or coupons?
- Do they prefer to buy a single item or a large quantity at once?
- How frequently do they purchase things?

A brand or company can adjust its marketing to meet the needs of a particular audience by understanding the habits of its current customers. If you know your audience enjoys using promo codes, for instance, you may create an email campaign that targets customers who haven't made a purchase in 60 days and entices them back with a temporary promo coupon.

Demographics

Demographics refers to basic statistical data about a target audience—the type of measurable data you might collect from a survey. Examples include:

- Age
- Gender
- Income
- Education
- Relationship status

Demographics help a brand/business lay the groundwork when identifying the common characteristics all members of their target audience share. For example, once you know your audience is primarily single women in their 20s, you can use that as a springboard for more granular audience research, such as what media that demographic consumes, the hobbies they have, and what their concerns are.

Age

Age groupings can be divided into a variety of categories, including:

Those born between 1946 and 1964 are known as baby boomers.

Born between 1965 and 1980, Generation X

Born between 1981 and 1996, millennials

Born between 1997 and 2012, Generation Z

These age groups frequently have similar values, pastimes, or cultural references, so business owners can target their marketing strategies to them. A marketing campaign that appeals to nostalgia, for instance, might focus on older millennials by making references to popular culture from that generation.

Gender

Gender is less binary than biological sex, which is more ambiguous. Understanding how people identify can help brands and enterprises connect with their target markets better, including but not limited to:

- Male and female
- Non-binary
- Bigender
- Transgender

However, it's crucial to consider contemporary gender bias and orientation while designing advertising for your target market segment, being careful not to offend. Some target groups might adhere to a strong gender binary, while others might favor greater fluidity.

Household income

Household income can help you determine the spending power of your audience. This data might help your company figure out how much your target market is willing to pay on particular products or services. Additionally, it can influence how someone perceives themselves, including the "class" they believe they belong to (e.g., lower vs. upper), a cultural construct that marketing can play into (e.g., "Buy this to feel high class").

Occupation

A target audience's occupation is the kind of work they typically undertake for a living.

Typical instances include:

Medical IT/Technology Marketing/Communications

Government

None (e.g., stay-at-home parent)

For B2B businesses that provide goods or services that are industry-specific, such as accounting software or medical equipment, this information may be extremely important.

Education

Education, which includes any formal degrees a person may have earned in their lifetime, is another demographic information point worth taking into account.

These are some examples of educational levels:

- Ged or high school diploma

- Undergraduate degree
- Master's diploma
- The doctorate
- Technical training

The interests and values of an audience can be affected by education. For instance, persons with higher levels of education are more likely to have liberal political ideologies. Additionally, income and purchasing power are impacted by education.

Location

Location can be a critical consideration for certain products and services if they cater only to a set geographic area. Examples of location specifics include:

- Country (e.g., United States)
- State/region (e.g., New York)
- City (e.g., New York City)
- Neighborhood (e.g., The Bronx)
- Geographic-related points (e.g., school districts, universities, sports teams)

Your business can also rely on location for audience insights. For example, location and religion can be interlinked. If a brand is marketing in a country with a predominantly Muslim religious base, this cultural context needs to be considered.

2. Review primary and secondary audiences

You can further divide your target market into primary and secondary audiences. Your secondary audience consists of people who aren't directly targeted but might still be interested in your campaign. Your core audience is made up of the people your campaign directly targets. Knowing precisely who your campaign is intended for (the primary audience) enables you to create marketing messages and select media that correspond to the characteristics of that audience. In the meantime, knowing what other people might be interested in might help you scale your marketing strategy effectively and affordably. You may increase your reach intelligently as opposed to haphazardly.

Primary

The people who your marketing effort is intended for are referred to as the primary audience. Here are a few instances:

- You market medical equipment: Your target market is mostly hospital chains because they frequently place large orders.
- You market infant clothing: Your target market is primarily expectant parents.
- You supply small businesses with accounting software: Your major market is business owners.
- You market sophisticated exercise gear (e.g., treadmills): Your main target market is gym owners.
- You market backpacks for hiking: The outdoor enthusiasts who enjoy hiking, camping, etc. are your main target market.

Secondary

Your secondary audience refers to individuals who aren't the intended recipients of your campaign but who may still have some interest in it. Here are some examples:

- You sell medical supplies. While hospitals are your ideal consumer, smaller doctor-owned medical practices are a secondary audience.

- You sell baby clothes. People shopping for baby showers or friends/family might be a secondary audience.
- You sell accounting software for small businesses. Independent accountants might be a secondary audience.
- You sell large-scale fitness equipment (e.g., treadmills). Homeowners looking to create their own fitness space might be a secondary audience.
- You sell hiking backpacks. Globetrotters looking for a convenient luggage option might be a secondary audience.

3. Carry out market analysis

You can get vital details about your target market via market research. For basic information, you can use your own business data (such as consumer purchase history). Additionally, you can employ secondary market research from outside sources (e.g., a market report on millennial spending habits compiled by a consumer research firm). However, primary research that is now acquired directly from consumers is the most valuable type of market research. This will represent the most recent macroeconomic and social developments that affect your target audience's purchasing decisions. Here are some primary market research methodologies.

Customer interviews

Customers are asked direct questions during customer interviews. When open-ended questions are used in interviews to elicit more thorough understandings of a consumer's thought than just a yes/no response, these conversations can be quite fruitful. Customer interviews, for instance, can be used to determine what customers appreciate and would alter about a product or service as well as why they associate with a certain brand. From how they target their marketing to how they conduct customer care, businesses may utilize this information to improve the entire customer experience.

Product-based survey

Consumers are questioned in-depth about a specific product they have used in surveys that are based on products. These studies are helpful in determining a product's strengths and providing data that businesses can utilise to improve current products or create new ones. Companies can also use this data to target marketing campaigns at the qualities that customers say they value.

General focus groups

Consumers are gathered in focus groups to discuss a company, item, or service. Focus groups, which can last from one to three hours and have between five and eight participants, are often paid engagements. Depending on their goal, focus groups may consist of current or potential clients. Focus groups are useful for gathering specific consumer insights about a business as well as a broad picture of who their target market is. Focus groups promote conversation, which can yield more specific information than simple interview questions or a yes/no poll. Focus groups can be used by businesses to establish buyer profiles more accurately.

4. Use online marketing tools

Businesses can define target audiences more precisely and effectively with the use of contemporary digital marketing tools. To collect information on demographics, consumer habits, brand affinities, and other topics, digital tools might be used. The tools listed below and how to utilise them are here.

CRM

Customer relationship management (CRM) software helps firms manage their contacts with customers throughout the sales lifecycle, from initial point of contact to closing the deal, returns, complaints, etc. Customer relationship management (CRM) technologies can be used to gather data on customer behaviours (e.g., what payment method do they use, do they pay extra for expedited shipment, how frequently do they order, and when do they order?).

A few well-liked CRM tools are:

Salesforce: From lead creation to account management, Salesforce is a CRM solution that keeps track of the whole sales process. It also offers a data mining add-on that can be used to analyse raw customer data to spot issues with customer relationships, detect purchase trends, and forecast future sales trends.

Zoho: Zoho is another CRM tool that assesses purchasing and consumer trends. It also offers analytics capabilities, known as Zoho Analytics. This can be used to assess customer satisfaction and compare it to key points that impact satisfaction like deadline compliance and how long it takes to respond to a customer complaint.

Hubspot: HubSpot CRM also offers a marketing tool, HubSpot Marketing Hub, which provides essential consumer data. It can be used to optimize content marketing, craft email campaigns according to target audience segment, run retargeting campaigns, and even monitor social media activity.

Social media and listening tools

Social media can be used to interact directly with consumers in real time, making it a flexible and adaptive marketing tool. However, it can also be used to gather data by “listening” to the action online—for example, by seeing what people are talking about via hashtags. Social media platforms can be used to glean information about current trends, topics of interest, complaints, and more.

Data analytics tools

Data analytics tools can be used to gather data about consumers and their behavior, which companies can use to guide their marketing. These data analytics tools focus on the online sphere, collecting and analyzing data from search engines, webpages, social media, and more

5. Examine competitor data sets and advertising tactics

Examining the competition is crucial when choosing a target audience. Your competitors' target markets and products or services will be similar to yours. Examining your rivals, particularly their achievements and failures, might assist inform your own marketing strategy. Analyzing a competitor's paid search phrases, brand promotions, or organic web traffic may be necessary for this. What platforms, such social media, do your rivals use, for instance? They probably choose those because a particular market segment connects with them. Another illustration of pain sites is: What problems do customers of your rivals have? Then, you can consider how to close that margin.

UNIT 6.2: Competitive Analysis

Unit Objectives



At the end of this unit, participants will be able to:

1. Explain competitive analysis and its benefits
2. Conduct a competitive analysis
3. Enlist factors competitor analysis should include

6.2.1 Introduction

You can learn where your company is succeeding, where you need to make improvements, and which trends you need to anticipate by conducting a competitive study. When your business isn't developing as quickly as you'd like it to or when rivals are obtaining orders from your ideal clients, conduct a competitive analysis. A competitive study should look at the attributes, market share, prices, marketing, differentiators, strengths, and weaknesses of your rivals as well as their locations, cultures, and consumer feedback.

Your business competes for the same clients as its rivals. You both provide equivalent goods or services. You're not exactly clear why you succeed on certain orders but fail on others, though. A competition study can give you the blueprint you need to take a bigger market share and gain a better understanding of the trends that will impact your industry in the future.

6.2.2 What is a competitive analysis?

Finding competitors and understanding their strengths and shortcomings in comparison to yours can be done through a competitive analysis. It aids in strategy development and competition analysis. It's crucial to conduct a competitive analysis because you'll develop:

- a knowledge of how your competitors is seen by both current and potential customers.
- a system for creating competitive strategies that work in your target market.
- a concept of what distinguishes your business from its rivals.
- a solid understanding of what your customers require.
- approaches for growing in a new market.

You must first identify your competitors in order to start your analysis or start gathering information.

Determining your competitors

To evaluate whether a business is your competitor, start by asking:

What is the range of products and services they offer? Firms offering dissimilar or substitute products to yours are considered indirect competitors. For example, the manufacturer of eyeglasses who competes indirectly with contact lens manufacturers.

Are their products or services aimed at satisfying similar target markets? A company's target market is a good indication of their ability to be considered your competitor or not. It's possible that they

could offer the same product or service but target a different market segment. In that case, they may not be a competitor.

Do they operate in the same geographic area? Any business marketing a product similar to, or as a substitute for, your own product in the same geographic area is a direct competitor.



How to Find Your Competitors

Make a list of rivals to watch out for.

In Your Industry

Which companies are:

- 1 Targeting the same customers?
- 2 Providing similar products or services?
- 3 Market leaders in your niche?

In Organic Search

Which companies are:

- 1 Targeting similar keywords?
- 2 Creating killer content?
- 3 Getting the most traffic?

In Paid Search & Advertising

Which companies are:

- 1 Placing search ads on your target paid keywords?
- 2 Placing search ads on your organic keywords?
- 3 Generating the most traffic through ads?

In Your Community

Which companies are:

- 1 Getting prime placement in the Local Pack?
- 2 Dominating the SERPs in your community?
- 3 Dominating the local conversation?

Where to find information?

Information generated for a specific purpose and afterwards made available for public use and alternative purposes, including evaluating your competitors, are known as secondary sources.

Here are a few examples of secondary sources:

- Advertising: gives you information about a competitor's price and products, as well as a general idea of their complete promotional strategy and budget.
- Most public and college libraries that offer business resources have access to reference books and databases that are free to use.
- Your employees who are employed in different departments of the business who are exposed to competition information. For this kind of information, your sales team is essential.
- Speaking with your rivals. A straightforward, cordial talk can provide a lot of information. With business partners, people enjoy talking about themselves, sharing their triumphs and woes.
- It's time to do your analysis once you are aware of who your competitors are, what you need to know about them, and where to acquire that information.

Questioning to Answer When Conducting a Market Research



- ✓ Who are my top five competitors?
- ✓ On what basis am I able to compete?
- ✓ What range of products/services do they offer?
- ✓ Do their products/services satisfy other markets?
- ✓ Are my competitors profitable?
- ✓ Are they expanding or scaling down?
- ✓ How long have they been in business?
- ✓ What do customers like about them?
- ✓ What do customers dislike about them?
- ✓ How do customers perceive us compared to them?
- ✓ How can we differentiate from competitors?
- ✓ What is their competitive advantage?
- ✓ What is their marketing strategy?

Source: <https://devrix.com/tutorial/perform-competitive-analysis-establish-presence/>

6.2.3 How to complete a competitive analysis

Josh Rovner, business consultant and bestselling author of *Unbreak the System: Diagnosing and Curing the Ten Critical Flaws in Your Company* (Lioncrest Publishing, 2020), shared with us nine steps for completing a competitive analysis.

1. Identify the products or services you want to evaluate.

For most analyses, they will be the products or services that generate the highest revenues or demonstrate the most significant potential for growth.

2. Seek direct competitors.

These companies compete for roughly the same market with comparable products or services. For example, accountants competing against other accountants.

3. Pinpoint indirect competitors.

These companies target the same market but with different products or services. For example, accountants competing against bookkeepers.

4. Examine replacement competitors.

These companies offer a different product or service but address the same issue as your products or services (for example, apps that assist entrepreneurs).

5. Determine which parts of your competitors' businesses are worth investigating.

These aspects could be pricing, distribution and delivery strategies, market share, new products or services coming to market, who their long-standing, highest-spending customers are, the quality of after-sales support, and which sales and marketing channels they use.

6. Research all identified competitors.

You may only find minimal accounting and operational records for most competitors, especially nonpublic companies. Other useful information – like target customers, product features, type of staff employed and price points – will be easier to find.

7. Document your research in a written analysis.

Make sure your document is substantive and actionable, but not so long that your staff won't read it. Comparison charts and graphs are useful to help you and your team visualize your position in the market in relation to your competitors.

8. Identify areas to improve and execute the changes.

Could you improve the quality of your products or services by adding or amending a feature, lowering the price to be more affordable or improving after-sales support? Could you achieve a better ROI on your marketing budget by investing in a more capable CRM for better lead management?

Rovner recommends including information about related trends in your market and region for a more complete picture of the entire competitive landscape. "Document what threats are out there that could have a negative impact on your business and document the opportunities out there that you could take advantage of better than your competitors."

9. Track your results.

Measure your sales with a profit and loss statement to determine if the changes were successful.

Tip: Limit the number of competitors you analyze to 10-12 and focus your attention on direct and indirect competitors with similar market shares rather than replacement competitors.



4 Easy Steps to Your First Competitor Analysis



Step 1

Make a List of Competitors

First, make sure you know who you're competing with. Build a list of key competitors to watch out for. Who is your biggest competition...

- In your market?
- In paid search and advertising?
- In organic search?
- In your community?

Step 2

Build Competitor Profiles

Now that you've got a list, it's time to get to know the competition. Take a deep dive to find out your rivals'...

- Market Share
- Target Audience
- Company Bio & History



Step 3

Uncover Their Strategies

We've got a list. We know who they are. But what are our rivals doing? Uncover their strategies by investigating...

- Their most popular products (and how they price them)
- Their best-performing ad placements
- Their favorite promotional channels & social platforms

Step 4

Put Your Learnings into Action

Transform your findings into actionable insights, and use those insights to build a better strategy. Ask yourself...

- What is my biggest priority?
- What does my market audience actually want?
- What are my biggest advantages and weaknesses?
- Which strategies and channels are most and least effective?



semrush.com

Source: <https://www.semrush.com/blog/competitive-analysis/>

6.2.4 Factors your competitor analysis should include

Colin Schacherbauer, executive marketing assistant at Investor Deal Room, recommended the following 10 components for an effective competitor analysis.

Feature matrix

Find all the features that each direct competitor's product or service has. Keep this information in a competitor insight spreadsheet to visualize how companies stack up against one another.

Market share percentage

Evaluating the marketplace by percentage helps identify the main competitors in your area. Don't exclude larger competitors entirely, as they have much to teach you about how to succeed in your industry. Instead, practice the 80/20 rule: Keep an eye on 80% direct competitors (companies with similarly sized market shares) and 20% top competitors.

Pricing

Pinpoint how much your competitors charge and where they fall on the quantity versus quality spectrum.

Marketing

What type of marketing plan does each competitor employ? Look at competitors' websites, their social media strategy, the type of events they sponsor, their SEO strategies, their taglines and current marketing campaigns.

Differentiators

What makes your competitors unique and what do they advertise as their best qualities? How is that different from your company?

Strengths

Identify what your competitors are doing well and what works for them. Do reviews indicate they have a superior product? Do they have high brand awareness? Can you test a competitor's products yourself to see where they are performing better?

Weaknesses

Identify what each competitor could be doing better to give you a competitive advantage. Do they have a weak social media strategy? Do they lack an online store? Is their website outdated?

Geography

Look at where your competitors are located and the regions they service. Are they brick-and-mortar companies or is the bulk of their business performed online?

Culture

Evaluate your competitors' objectives, employee satisfaction and company culture. Are they the type of business that advertises the year it was established or are they recent startups? Read employee reviews for further insight into competitors' culture.

Customer reviews

Analyze your competitors' customer reviews, both positive reviews and negative ones. In a 5-star system, look at 5-star, 3-star and 1-star reviews. Three-star reviews are often the most honest.





7. Maintain workplace health and safety

Unit 7.1 – Maintain workplace, health, and safety



MES/ N0104

Key Learning Outcomes



At the end of this module, participants will be able to:

1. Observe the current health, safety, security policies and procedure of organization.
2. Discuss the safe working practices pertaining to own occupation.
3. Analyze the government rules and policies related to the health and safety including emergency procedures for accidents, illness, fires, or others.
4. Identify the person responsible for health and safety in the working area, including those people whom to contact in emergency.
5. Identify the security signals in the workplace fire alarms, staircases, fire warden stations, first aid and medical rooms.
6. Identify the possible work hazards in the working area which can cause risk to others health and safety.
7. Ensure own and others health and safety in the workplace through precautionary measures.
8. Identify and recommend the basic terms and opportunities to the designated person of your workplace for improving health, safety, and security.
9. Identify and correct the cause of accidents, illness, and fires in your working area and within the limits of individual's authority.

UNIT 7.1: Maintain workplace health and safety

Unit Objectives



At the end of this unit, participants will be able to:

1. Observe and understand the current health, safety, security policies and procedure of organization.
2. Ensure own and others health and safety in the workplace through precautionary measures.
3. Identify and recommend the basic terms and opportunities to the designated person of your workplace for improving health, safety, and security.

7.1.1 Introduction

Emergency evacuation is needed when staying within the building not safe anymore. Every organization has an evacuation procedure. Every organization has a safe place within the organization compound or outside the organization compound where all employees are expected to assemble in case of an emergency evacuation. The team leader guides the team and takes them to safe place. It is very important in these cases, to assemble at the safe area immediately.

If you do not reach the safe area on time, the team leader who is responsible for your safety will send someone to look for you. This will put the other person's life in danger.

Conditions for Evacuation

Emergencies which require immediate evacuation includes:

- Explosions
- Fires
- Earthquakes
- Hurricanes
- Floods
- Workplace violence
- Toxic material releases
- Tornadoes
- Civil disturbances

Every company has:

- **An evacuation policy.** All the TLs are responsible for informing their employees about it. When the TL is informing you about these details, pay attention. This negligence could cost lives.
- **A designated place for emergencies.** Ensure that you know where it is.
- **A “buddy system” for individuals with special needs or disabilities.** If you are a buddy to someone, ensure that your buddy is safely out of the premises with you.

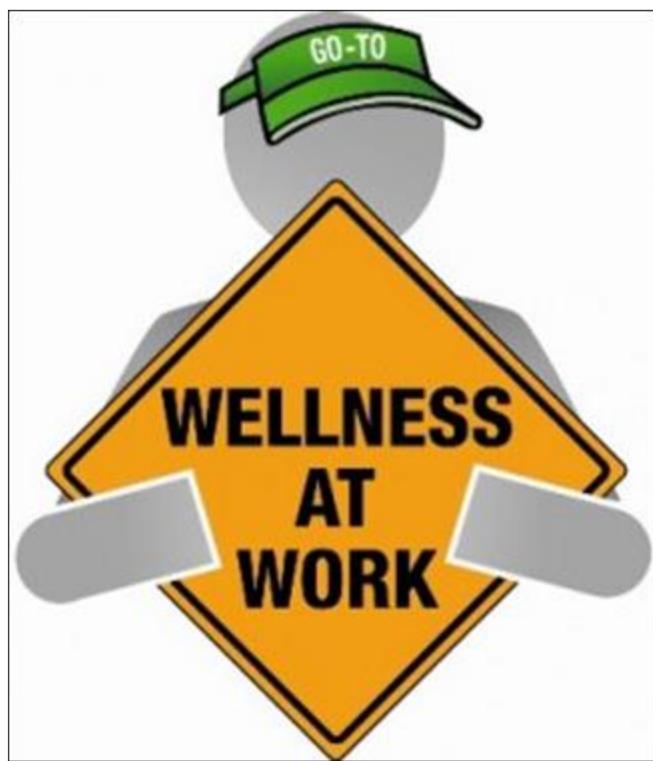


Fig 7.1.1 Conditions for evacuation

- **Floor plans with evacuation routes in work areas.** Ensure that you understand it so that you can use it in time of need.
- **Assembly areas.** These are the areas where you are required to assemble after evacuation.
- **Periodic evacuation drills.** Ensure that you pay attention during those drills. You need to save your life and you can be helpful in saving someone else's life too.

7.1.2 Mock Drills/ Evacuations

The responsibility of the safety of the workers in case of emergency is on the fire safety and evacuation workers. These workers need to go through the training to know the duties and responsibilities. In a workplace, the practice drill should be done in every 3 months under simulated fire conditions so that the workers know the techniques of saving their and other life. By practicing in the fire drills, all the workers are able to know the lifesaving method required in case of emergency.

These exercises designed check the staff response as per emergency. It is also a test of the emergency staff, working staff and other members of fire safety department. Sometime the drill is not successful but that's okay because human learn from previous mistakes. But it is important for all the members that they correct their mistake on time. Sometime all the mistakes were not done by the members of staff, the mistake is due to faulty equipment and safety plans. But there is a need of staff training periodically.



Fig 7.1.2 Fire Action Plan

There are two vital components for preparing the fire safety plan which are written below:

1. An emergency action plan, which tells the procedure to be optimized in case of emergency.
2. A fire prevention plan, which tells the methods to be optimized to cool the fire as soon as possible.

You need to participate in arrangements arranged by organization for your personal safety and for others' safety. These drills help you in understanding the

Fire safety and evacuation plans sketch staff duties and accountabilities in time of emergency. Continuing training is required to help safeguard that the employees are conscious of those duties and responsibilities. Firefighting trainings serve as a prospect for staff members to validate, under replicated fire conditions, that they can perform those duties and responsibilities safely and efficiently. It's also a time for the workers or employee to demonstrate about the defend-in-place strategies and the workers can take advantage of facility's fire protection features and exit facilities to protect the people in their care.

A fire drill is an excellent exercise designed to evaluate staff response to a replicated emergency. The drill is also a test of facility's fire safety/evacuation strategies and staff training programs. It is not essential that all run smoothly. That's okay, so long as staff and the organization understand from them, and correct mistakes made. It's vital; therefore, that there is an analysis of each drill so that any problems met can be addressed. Perhaps the problems are due to unfinished or outdated fire safety/emergency plans. Perhaps there's a need for further training of staff.

The two essential components of a fire preparedness plan are the following:

1. An emergency action plan, which details what to do when a fire occurs.
2. A fire prevention plan, which describes what to do to prevent a fire from occurring.

7.1.3 Medical Emergencies

Everyone plans for emergencies. That is the reason why we keep a first aid kit with ourselves. At work, however, one is exposed to a lot of stress and physical activity. This could lead to certain medical emergencies. It's better to be prepared with the first aid measures and knowledge of

implementing them on ourselves and on others. This module equips you with that information. Pay attention to these medical emergency procedures to understand how to conduct you in these crucial movements. Pay attention during these sessions. You might be able to save your own and your friend lives.

7.1.3.1 In case of Medical Emergency

A medical emergency is a situation in which a worker met in accident and needs medical help. The medical injury may be severe or life threatening. Some situations where:

- Person is not inhaling
- Heart attack or stock
- Heavy or severe bleeding
- Electric Shock
- In case of Poisoning
- Person gets somebody Burns

In case of medical emergency, the person or victim requires the immediate help. Sometime the people need attention before you call the emergency helpline.

It is important to know or remember the number of emergency helpline or Emergency Medical Service (EMS) for the safety of self and other workers.

DON'T

- Let the victim to eat or drink anything.
- Confine the victim
- Splash any fluid on victim face or on injury.
- Shift the victim to another area or place unless it is the only way to protect the victim.

Bleeding

- Apply any type of pressure on the wound of victim with the help of bandage or any other means.
- Elevate the wound to slow the bleeding.
- When necessary, apply the pressure-on-pressure points near wound to block excess bleeding.

Fainting

- Fainting is a loss of consciousness which is due to temporary reduction flow of blood in the victim's brain.
- The unconsciousness of the victim may lead to more injury in the workplace.
- Slow pulse of the victim.
- The pale, cold skin and sweating of the victim.

Causes of fainting:

- Eating or drinking lack of fluids which is also known as dehydration.
- The low blood pressure of victim.
- Due to lack of sleep.
- Over exhaustion of the worker

First Aid for Fainting:

- Lie down the victim on the back and raise the legs above his heart level.
- Ensure the clearance of victim's nose.
- Check for indication of coughing or breathing problem.
- Loose the tight cloths like neck ties, collars, and belts.
- If the victim remains unconscious from the 1 minute, call the EMS as soon as possible

Shock

The shock occurs in the human body on the failure of circulatory system. When insufficient amount of oxygen is reached in the body tissue, the shocks also occur. This condition is treated as soon as possible if not; it may lead to organ failure and may cause death. Shock becomes worse by fear and pain of victim.

First Aid for shock:

- If possible, keep the victims in lying down position.
- Raise the legs 10-12 inches from the ground level unless you suspect an injury in back and bone.
- If the victim is feeling cold, then cover him. If the victim is feeling hot, then don't make suffocation by covering him.
- If the victim starts vomiting, then move the victim to the suitable place.
- Loosen the tight clothing.

Muscle Cramps

- Stretch out the affected muscle of the victim to counterbalance the cramp part of the body.
- Firmly massage the cramped muscle.
- Apply moist heat on the affected area.
- If the cramp remains in the muscle, get medical help as soon as possible.
- Rest- avoids movements and activities that cause pain.
- Apply the ice on the cramped muscle it may reduce the pain and swelling of the muscle.
- Applying the light compression like elastic bandage on the affected area may reduce the swelling.
- Raising the affected area above the heart level may reduce the swelling as well as pain.

Fractures

As we all know about the fracture that is the crack or break in the bone.

Dislocation

A dislocation occurs when the bone slips out from the specified location. It generally occurs in the shoulders, thumb, elbow, fingers, lower jaw and other movable joints.

First Aid for Dislocations and Fractures:

- Immobilize the effected part.
- Stabilize the effected part
- Use a cloth as a sling.
- Use board as a sling.

7.1.4 First Aid

First aid is the assistance given to any person suffering a sudden illness or injury with care provided to preserve life, prevent the condition from worsening, or promote recovery.

Kits vary in contents, but most kits have the following items:

- Band-Aids / Adhesive bandages
- Gauze pads and tape
- Scissors, cold pack
- Wound bandage / compress
- Eye pads / eye wash solution
- First aid / burn cream
- Antibiotic ointment
- Face shield or barrier mask for providing CPR
- Forceps / tweezers
- Disposable thermometers
- First aid instruction booklet

7.1.5 Personal Protective Equipment's (PPE)

Personal protective equipment (PPE) refers to protective clothing, helmets, goggles, or other garments or equipment designed to protect the wearer's body from injury or infection. The safety by protective equipment includes electrical, heat, physical, biohazards, chemicals, and airborne particulate matter.



Fig 7.1.5.1 Personal Protective Equipment's

In the workplace, there are many situations which require immediate first aid to the victim and many countries have made some regulation, legislation, and guidance which specify the minimum level of first aid to be given to the victim. For this, the worker needs the special training and area for achieving the immediate first aid. Go achieve this; the training should be given by specialist first aid

officer and necessary training given by learning institute. The training of first aid does not need any type of specific tools and equipment but may involve the improvisation with material offered at the time of training.

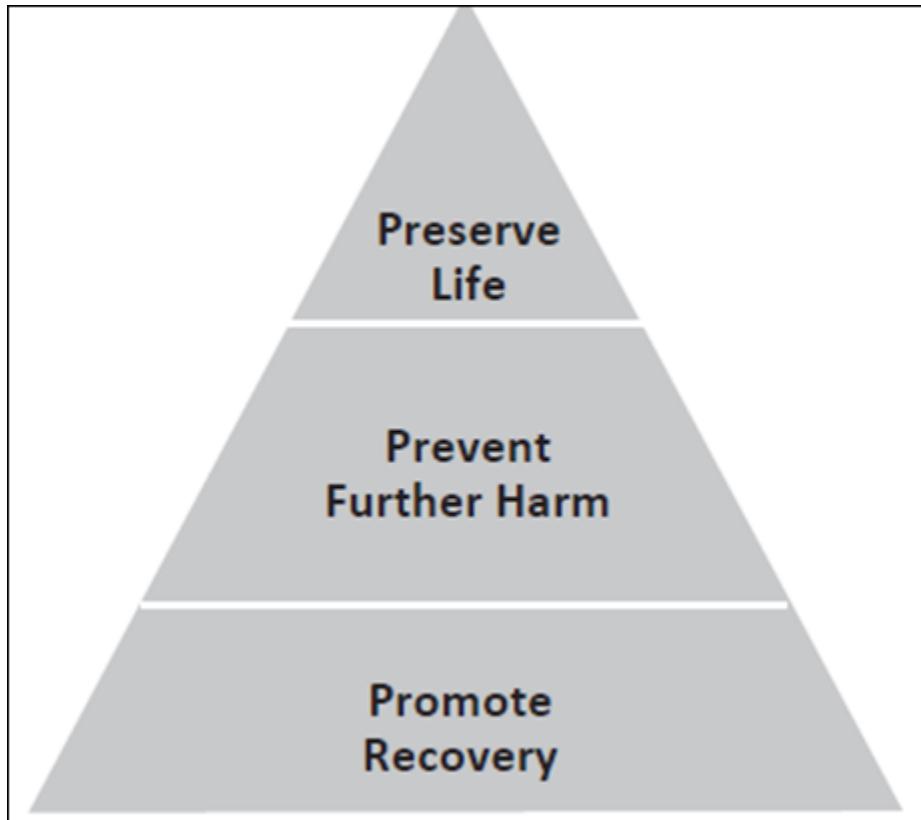


Fig 7.15.2: First Aid pyramid

While delivering First Aid always remember:

- To prevent from degradation.
- Act deliberately and confidently with the victim.
- The timings of Golden Hour should be first 60 minutes from an accident.
- The timings of Platinum Period should be first 15 minutes following an accident.
- Prevent the body shock and choking.
- Stop bleeding from the wound.
- Loosen the clothes of victim.
- Regulate the respiratory system of the victim.
- Avoid crowding near the victim.
- Take the victim to safe place or hospital near the workplace.
- Attend the emergencies situation with ease and without fear.
- Always remember to not overdo. Because the person giving the first aid is not doctor.

Exercise

1. Discuss some general safety rules for working in the workshop.

2. What is PPE and are the common components of PPE?

3. What is an accident and what are the types of accidents?

4. Discuss the types of fire-extinguishers and their uses?

5. Write a short note on health and hygiene?

6. What are the common components of First-Aid kit?

7. What are the symptoms of shock and what should be the first aid?

8. What are the symptoms of heat exhaustion and what should be the first aid?





8. Soft Skills

- Unit 8.1 - Introduction to the Soft Skills
- Unit 8.2 - Effective Communication
- Unit 8.3 - Grooming and Hygiene
- Unit 8.4 - Interpersonal Skill Development
- Unit 8.5 - Social Interaction
- Unit 8.6 - Group Interaction
- Unit 8.7 - Time Management
- Unit 8.8 - Resume Preparation
- Unit 8.9 - Interview Preparation



UNIT 8.1: Introduction to Soft Skills

Unit Objectives



At the end of this unit, participants will be able to:

1. Discuss the basic meaning of Soft Skills, their components, and their benefits.
2. Justify for work Readiness and its significance.

8.1.1 What is a Soft Skill?

These are personal characteristics that describe an individual's ability to interact with people and situations around. Soft skills can be explained as a group which comprises personality

Traits, social graces, language, habits, sociability and optimism that characterise relationship with other people. Soft Skills complement hard skills which are occupational requirements of a job and many other activities. They are related to feelings, emotions, insight. Soft skills have to do with who we are than what we know. For instance – the soft skills required for doctor would be empathy, understanding, active listening and a good bedside manner. Soft skills also determine how satisfied and happy one remains in professional and personal situations.



Fig 8.1.1: Soft Skills

8.1.2 Components of Soft Skills

- **Adaptability:** It is the ability of an individual to manage change. It's about how fast and smoothly a person can blend in and be productive in a changed environment
- **Emotional Strength:** This involves managing mood and having control over it. An emotionally strong person succeeds in directing his moods and emotions such as anger frustration and excitement

- **Leadership Quality:** How one manages conflict in personal and professional situation and convinces people reflects upon his leadership quality
- **Team Playing Ability:** It is the ability to manage different types of people and make them work harmoniously with each other
- **Decision Making:** This reflects upon how one manages his time and other resources in efficient and productive manner
- **Interpersonal Communication:** This is an individual's ability to effective communication with other and in the process creating a positive image of him
- **Negotiation Skills:** This is how one negotiates with others and reduces the level of stress in work, professional and personal environment

8.1.3 Benefits of Soft Skills

Some of the benefits of Soft Skills are as:

- Increased credibility with customers
- Increased customer satisfaction
- More productive employees
- Out service the competition
- Recognition from the industry, employer and peers
- New employment opportunities
- Increased ability to perform on the job

8.1.4 Work Readiness

Work readiness involves you having what employers call "the right attitude". At the most basic level you should have:

- A positive attitude to spend some days at workplace
- The capacity to function in a mature environment without the support of other co-workers
- An allegro attitude to the owner
- A clear interest at work to be done
- Expectations of the work that a fresher will be able to do at workplace with commercial goals to achieve
- The willingness to be supervised, follow instructions and wear safety gear as directed



Fig 8.1.2: Work readiness

- The confidence to ask questions to clarify instructions
- Pride in appropriate personal presentation
- The ability to communicate appropriately in an adult working environment
- The capacity to acknowledge customers and provide the assistance recommended by the employer
- A commitment to maintaining their reliability and punctuality for the whole of the period spent in the workplace
- Completed a preparation for workplace learning program which includes OH&S practices, acceptable behaviour in the workplace (including child protection issues) and emergency contact procedures.

UNIT 8.2: Effective Communication

Unit Objectives



At the end of this unit, participants will be able to:

1. Do public speaking.
2. Describe likes and dislikes of a person.
3. Know basic etiquette of conversation.

8.2.1 Introduction

We are living in an information age where communication is an integral part of our lives. We have to send, receive and process huge number of messages every day. But effective communication is more than just passing information to each other. An effective communication is nothing but understanding the emotion behind the information. Effective communication helps us develop relationship at home, work, and in social situations by excavating our connections to others and improving teamwork, problem solving and decision making.

Effective communication skill is a learned skill, it is more effective when it's spontaneous than formula.

8.2.2 The Communication Process

The process of conveying information through the exchange of thoughts, ideas, feelings, intentions, attitude by speech, gesture, writing etc. is known as communication. It is the meaningful exchange of information between two or more participants.

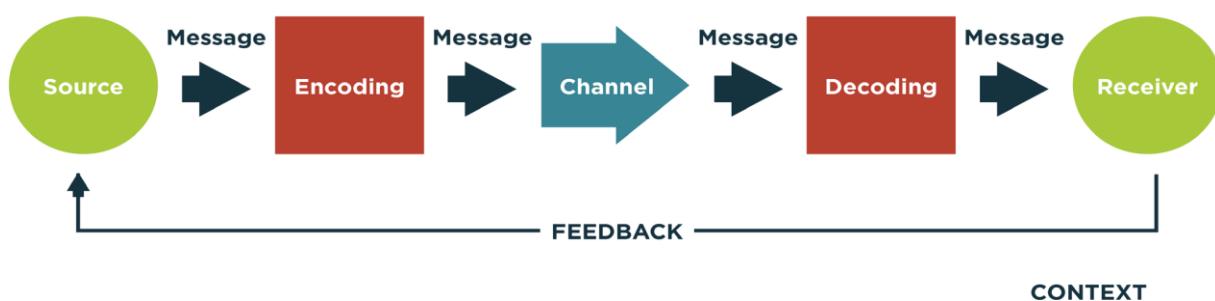


Fig 8.2.1: The communication process

Communication requires a sender, a message, a medium and a recipient. Communication process is not complete if a receiver does not understand the sender's message.

Communication with other involves three steps:

1. **Message:** First of all, the information exists in sender's mind. It could be a concept, an idea, a formation, or a feeling.
2. **Encoding:** A message is sent to the receiver in encoded language/format.
3. **Decoding:** Lastly the receiver translates the words or symbols into a concept or information that a person can understand.

8.2.3 Verbal and Non-Verbal Communication

There are three main types of communication. These are:

Verbal Communication: It means you listen to a person to understand what message the person is trying to convey. The speaker has the advantage of immediate feedback. This type of communication is best for conveying emotions and can involve storytelling and critical conversations.

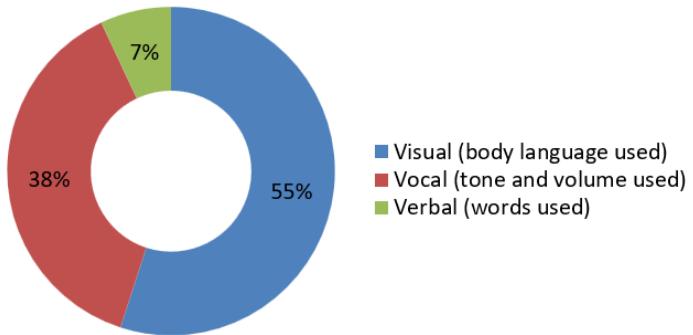


Fig 8.2.3: Percentage of type of communicators

Written Communication: Letters, books, newspapers are few of the examples of written communication. Printed media, emails can also be categorised into this communication. They are asynchronous, can reach many readers and are best for conveying information.

Nonverbal Communication: A nonverbal communication can also be called Body language because this communication does not involve any verbal interaction, but mere observation of the people involved in the communication. Both verbal and written communications convey nonverbal communication and are also supported by body language, eye contact, facial expression, posture, touch and space.

According to a study only seven-member of a receiver's comprehension of a message relies on sender's actual words, 38th relies on paralinguistic communication (tone, pace, and volume of speech) and 55th relies on nonverbal cues.

Research shows that once people are lying, they're more doubtless to blink more frequently, shift their weight and shrug.

8.2.4 Communicating Effectively

There are various reasons why communication is not effective and successful. These failures are because of the barriers in communication which occurs at any stage in the communication process. Barriers may lead to one's message becoming misleading and therefore at risk of wasting both time and money by causing confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a flawless and concise message.

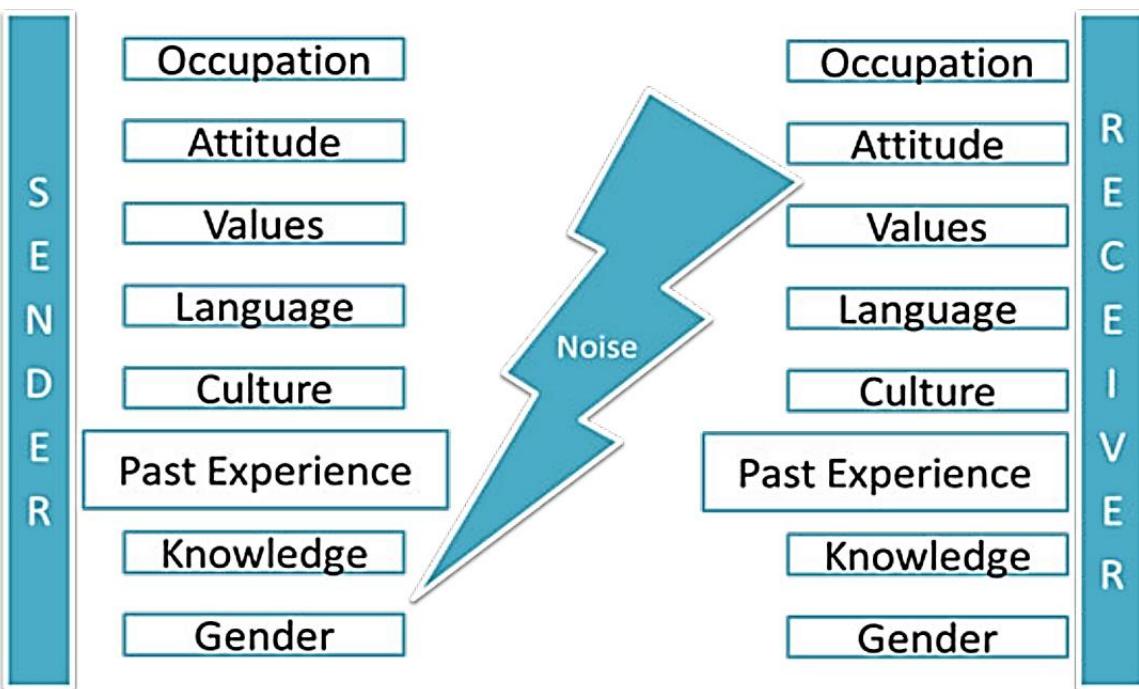


Fig 8.2.4: Communicating effectively between sender and receiver

A skilled person should remember these barriers and try to reduce their impact by regularly checking understanding or by giving correct feedback.

Dealing with Barriers

- Use simple, easily understood word. Over complicating makes things confusing
- While speaking in other language always prepare beforehand
- Always give or take feedback to ensure the effectiveness of communication
- Be alert to cues
- Listen, listen, listen ...
- Test your understanding
- Share opinions, perceptions

8.2.5 Effective Communication-Practice

Active Listening

Listening is one of the most significant skills one can have. To become a better listener, it is important that you practice active listening at all times of verbal communication

Some tips for active listening

- **STEP 1:** Concentrate what the person is talking about and not on noise or other external distractions.
- **STEP 2:** Understand his emotions and you get it all right. Is the speaker angry, happy or plainly inquisitive?

- **STEP 3:** When the speaker is saying or telling something, don't break the chain of his thoughts.
- **STEP 4:** Don't avoid completing sentences of the speaker. Let them speak and speak only after they finish.
- **STEP 5:** It's alright if you haven't understood at first chance. Request to repeat the information.
- **STEP 6:** Practice makes a man perfect. Listen intently, focus, and ignore other noises. Listen more and talk when required.

It takes lots of concentration and determination to be active listener. Previous habits are arduous to break and if you're listening habits are not good then you have to break those. Start listening deliberately and prompt yourself frequently that your goal is to hear truly what the other person is saying.

UNIT 8.3: Grooming and Hygiene

Unit Objectives



At the end of this unit, participants will be able to:

1. Maintain cleanliness and hygiene.
2. Keep their dress clean and tidy.
3. Maintain positive body language while speaking.
4. Unable to perform more of the do's than the don'ts.
5. Learn about good eating habit and their impact on health.
6. Avoiding bad things such as gutkha and alcohol.
7. Learn about AIDS and its prevention.

8.3.1 Personal Grooming

An art of keeping your body and mind clean is Personal Grooming. It is very important that everyone should take care of their hygiene n cleanliness. Due to this, one would not just look good but feel healthy to. Taking care of your body appearance is imperative. Once you enter your store/department you need to be dressed in full uniform as per company standards, and also properly groom yourself as per the service ethics.

Personal grooming not only makes us presentable but also makes us feel confident about ourselves. Good personal hygiene is essential for good health. Habits that are considered personal grooming include, bathing, dressing, applying makeup, hair removal and taking care of one's teeth, nails and skin.

Appearance

- The front-line person/team is the brand ambassador of the company, just like the face is to your body. The customers visiting the stores are greeted by this team and lend their assistance. Hence, they are expected to present a neat and clean looks
- When in store premises, even during off-duty hours, a well-dressed appearance needs to be maintained. They are expected to be in uniforms (including shirt, trousers, shoes and socks) which must be worn clean and ironed
- We should take care about no stains, broken buttons, or loose thread present on the uniform.
- You should always clean and polish your shoes. Sandals/slippers/sports shoes and white socks should not be worn during on duty
- Nails must be trimmed and clean
- Hair should be neatly combed before commencing duty. For female members hair should be tied up if longer than shoulder length. Display ID cards when on duty is a must since accountability is important for the customers

8.3.2 Specific Uniform Guidelines

S.No.	Specifically for Men	Specifically for Women
1	Uniform prescribed should be clean and pressed	Women having long hair should tie it with rubber band or hair clips and not keeps it loose.
2	Shoes should be clean and polished	They should avoid bright color nail polish and long nails as they'll be a cause to distract customers or harm the merchandise on display.
3	Hair must be short, clean & tidy.	Minimum, non-flashy jewellery should be worn.
4	One is expected to have a clean-shaven look	Dangling earrings, noisy anklets and bangles must not be worn on the floor
5	In case of beards/moustaches, must be trimmed, neat and tidy	Only very light make-up to be applied (lip- stick of very lightshades only)
6	Nails should be cut or trimmed neatly at regular intervals	Any type of earrings studs and bracelets are not to be worn on the floor during official hours

8.3.3 Body Posture

- Staff needs to always keep their hands clean as they mostly will be handling merchandise or in contact with customers
- Avoid biting nails on the floor.
- Manage body odour and bad breath to be under control as they are offensive to the customer.
- Maintain straight & upright posture on the shop floor.
- Slouching on the floor, hands in pockets, hands on the hips are not courteous to the customer & hence should be avoided.

It just takes a few seconds for people to assess others when they meet for the first time. The other person creates an opinion based on appearance, body language, mannerisms and how one is dressed. For creating a first positive good impression always follow these things:

- Be on time
- Be yourself and be at ease
- Present yourself appropriately
- Always smile
- Be courteous and attentive
- Be positive

8.3.4 Positive Body Language

While meeting someone for the first time always remember that not only you should talk positively but your body language also needs to be positive. There are some tips for positive body language as:

- Avoid your pockets. Keep your hands out of your pocket. Hand in pocket shows we are uncomfortable and unsure of ourselves. Keeping our hand in open indicates confidence and show that people have nothing to hide.
- Don't Fidget. Fidgeting is a clear sign of nervousness. An individual who can't keep still is an individual who is worried, tense and not confident. Keep your gesture calm and under control.
- Keep your eyes forward. This indicates that you are interested in communication with other.
- Stand up straight with your shoulders back. It communicates confidence.
- Take wide steps. It makes you seem purposeful and suggest a personal tranquillity and denotes confidence.
- Firm handshake. Grip other persons hand firmly and confidently instead of getting a palm full of dead fish. Firmness adds warmth and enthusiasm to the handshake. But make sure that you don't crush the other person's hand and don't hold on too long.
- Don't cross your arms when meeting other persons. This is a protective posture.
- Use contact to show appreciation.

8.3.5 Personal Hygiene

What is Personal Hygiene?

Personal Hygiene is the set of practices to follow to preserve one's health. Maintaining a high level of personal hygiene will help to increase self-esteem while minimizing the chances of developing infections. Poor personal hygiene can have significant implications on the success of job applications or chances of the promotion.

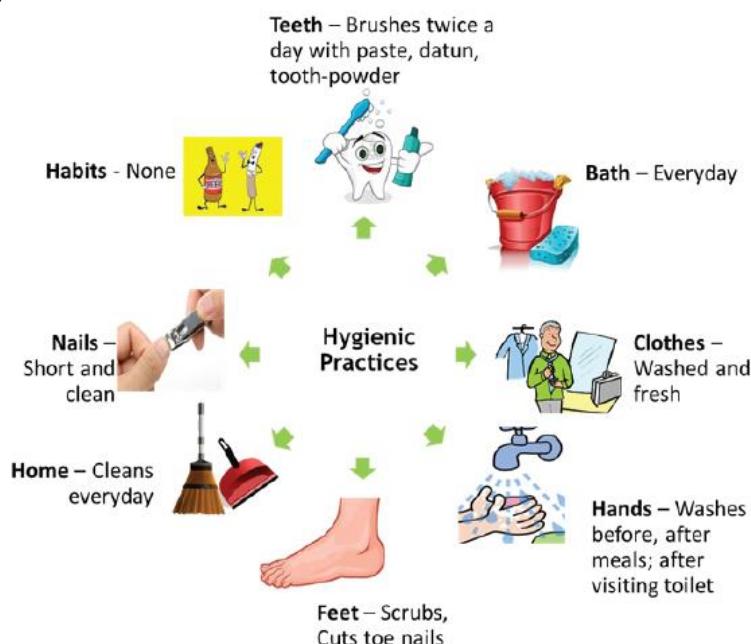


Fig 8.3.1: Good habits for personal hygiene

8.3.6 Physical Fitness

Apart from following these hygienic practices, one should also be physically fit. Physical fitness is an outcome of regular exercise. Exercise may be of many different forms like jogging, morning-walk, weightlifting, gym, swimming, cycling, yoga and many more.

Advantages of Physical Fitness

- It maintains optimal body weight.
- It reduces risk of diseases.
- It boosts confidence and self-esteem.
- It reduces stress, anxiety, and depression.

Healthy Eating

We can follow hygienic practices and exercise regularly, but what we eat has the biggest impact on our health. To be healthy, one must eat healthy. But what do we mean by eating healthy?

Eating a healthy, balanced diet provides nutrients to our body. These nutrients give us energy; keep our brain active and our muscles working.

What are healthy eating habits?

- Always try to eat home-made food
- Avoid oily food
- Always cook and eat fresh food
- Avoid junk food like burgers, carbonated drinks etc.
- Eat fruits regularly
- Drink lot of water

Things to be avoided

There are certain habits that have severe ill-effects on one's health. Such habits should be avoided for a healthy life.

Alcoholism

It's the tendency during which one consumes alcohol to manage difficulties or to avoid feeling unhealthy.

Alcohol has the potential to interrupt almost every organ in the body as well as the brain. Uncontrolled consumption of alcohol not only affects a drinker's health but also human relationship and social standings.

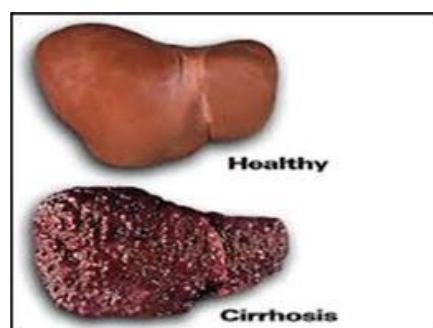


Fig 8.3.2: Liver affected with alcoholism

Its effects:

- Health increase risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis) etc.
- Reduced work focus and drop in performance
- Degradation in social and economic status
- Withdrawal symptoms like anxiety, trembling, fatigue, headache, and depression etc.

Tobacco

Tobacco is the second largest cause of death in the world. It claims one death in every six seconds. Smoking is a practice of burning a substance and inhaling the smoke coming out of it. Common smoking implements include cigarette, bidi, hookahs, and pipes. According to a report every year 4.9 million people die worldwide because of smoking. Smoking is prime cause of lung cancer. According to a study male smoker loses an average of 13.2 years of life while a female smoker loses 14.5 years of their life. Smoking increases 50 % chances of heart diseases than a non-smoker.

Chewing tobacco is a product consumed by placing a portion of it between the cheek and upper gum or upper lip teeth and chewing. Having tobacco increases the risk of oral cancer.

Its effects:

- It is the biggest reason for oral cancer which affects mouth, tongue, cheek, gums and lips
- Chewing tobacco lessens a person's sense of taste and ability to smell
- Smokers face a greater risk of suffering from lung cancer

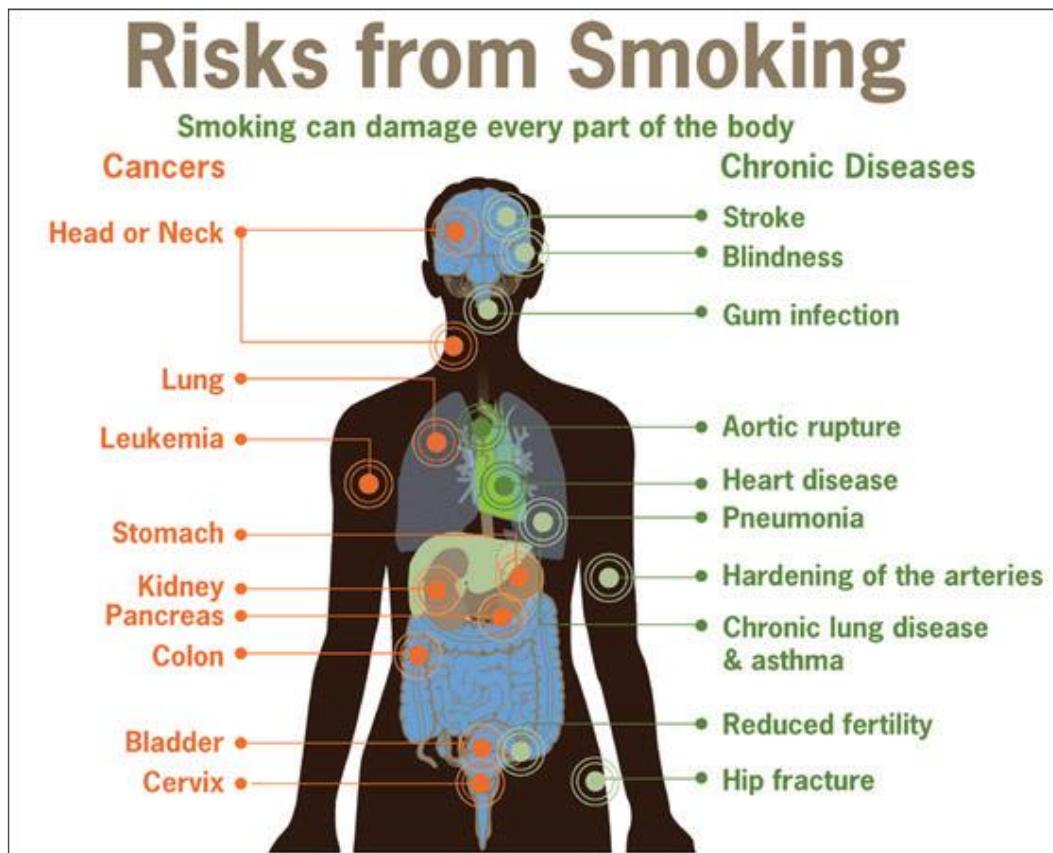


Fig 8.3.3: Risks from smoking

Gutkha

Gutkha is extremely habit-forming and an acknowledged substance. Excessive use of gutkha can cause loss of appetite; promote uncommon sleeping pattern and loss of concentration beside different tobacco related issues. A gutkha user may be simply illustrious by prominently stained

teeth ranging from dirty yellow orange to scarlet, black. The stains are powerful to remove by normal brushing sometimes want the attention of dentist. According to a world adult tobacco survey 53.5% of Indians use tobacco products. Gutkha's each sachet contains 4000 chemicals, including 50 that cause cancer, Betel nut, Tobacco, Flavouring.

Impact of Gutkha on health

- Loss of sensation in tongue
- Disfigured mouth
- Increased sensitivity to heat, spices, cold and spices
- Inability to open the mouth
- Swelling, lumps, rough spots on gums or in other places inside the mouth
- Unexplained bleeding in mouth
- Difficulty in swallowing and finally Mouth Cancer

8.3.7 AIDS/HIV Awareness

The full form of AIDS is Acquired Immuno Deficiency Syndrome. AIDS is caused by HIV (Human immunodeficiency Virus). It is the last stage of the HIV infection, if a person is HIV positive, he/she is suffering from AIDS.

According to a survey number of AIDS patients in India is between 2 to 3.1 million almost 50 % of total patients of AIDS. More men are HIV positive than women. A total of population of 0.29% females are suffering from AIDS while 0.43 % males are suffering.

AIDS is transmitted by:

- Unprotected sexual relationships
- Contaminated blood transfusion
- Hypodermic Needles
- From infected mother to child



Fig 8.3.4: Aids awareness ribbon

As per studies in India HIV/AIDS is largely due to unsafe sex worker interactions. About 86 % HIV incidents in the country is from unprotected sex. Migrant workers, truck drivers and majority of men who have sex with men pose greater risk of infecting their spouse and unborn children. People between 18-29 age groups accounts for 31 % of AIDS burden.

There are no medicines or vaccines for AIDS so far. The treatment and medicines which are available in the market are expensive and have side effects.

AIDS is not a disease like cancer or malaria but is a condition that weakens a person's ability to fight diseases (immune system). AIDS not only affects you, but also has severe impact on family and friends. Even one mistake is enough to get HIV positive.

Main symptoms of Acute HIV infection

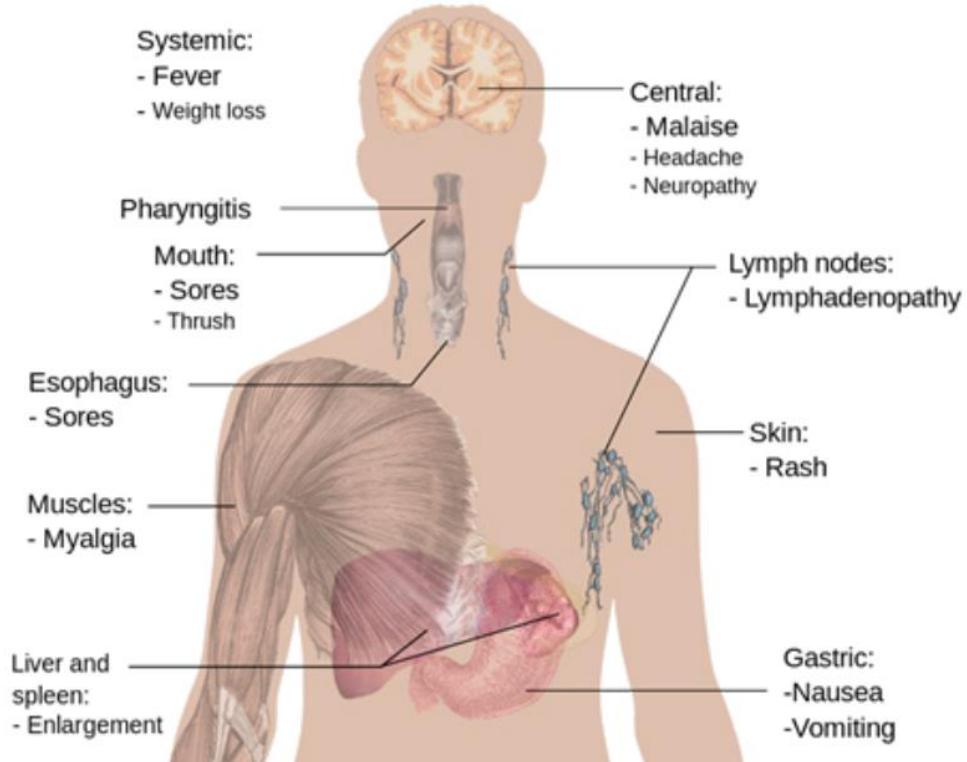


Fig 8.3.5: Main symptom of acute HIV infection

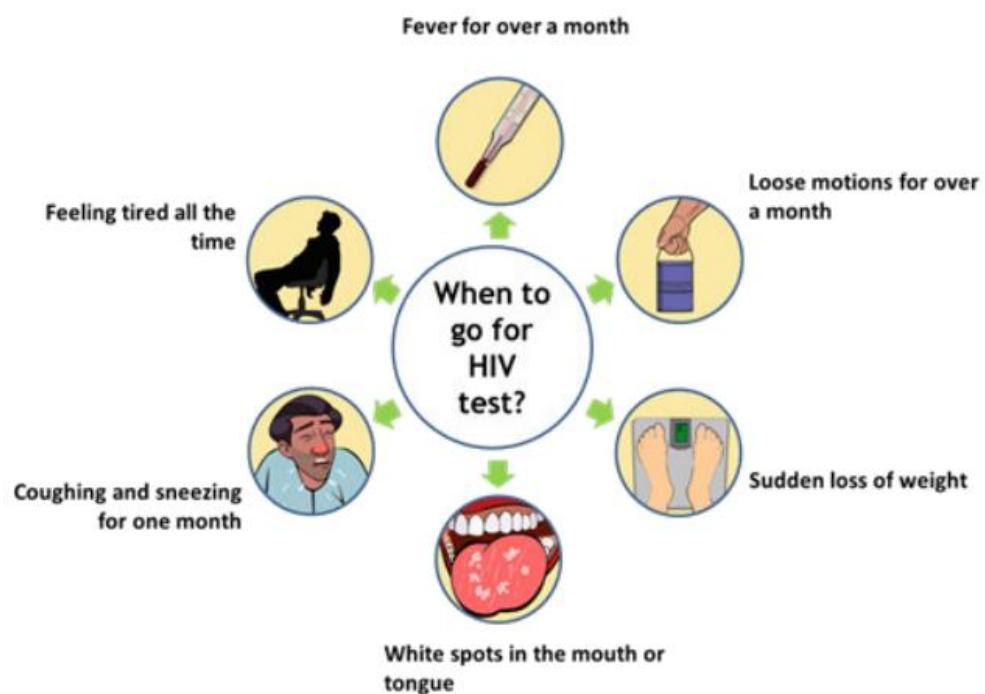


Fig 8.3.6: General symptoms of acute HIV infection

Stay faithful

- In India large number of people move around for work, mostly men.
- Are you one of them?
- Take care. See that you don't catch any infection from AIDS.
- Even one visit to a sex worker may result in HIV infection.
- So, it is advisable to avoid multiple sex-partners and always use protection (condoms/nirodh) during intercourse.

AIDS does NOT spread through

- Sitting close
- Working together
- Hugging
- Touching hands
- Mosquito bite
- Saliva or cough
- Taking care
- Sharing clothes
- Eating together or sharing utensils

UNIT 8.4: Interpersonal Skill development

Unit Objectives



At the end of this unit, participants will be able to:

1. Develop a positive attitude and behaviour
2. Define the Goal Setting
3. Motivated for team participation at work
4. Learn how to manage relations
5. Learn about Stress and anger management skills
6. Learn to develop leadership qualities

8.4.1 Introduction

Interpersonal skill development is the blend of different traits of day-to-day life that play an important role in creating our impression in other's mind. It starts from inside. The role of interpersonal skill development is to help us understand how to make choices about our attitudes and actions. It enables us to understand:

- Where are we now?
- How change and growth occur successfully?
- How can we change our attitude to get results we want and to be more effective in work and personal life?

One can learn to control over many aspects of our job and their environment by making appropriate choices and responses.

These include various traits like:

- Positive Attitude
- Motivation
- Goal Setting
- Team Work
- Managing Relations
- Etiquette
- Stress and Anger Management
- Conflict Resolution

8.4.2 Positive Attitude

What is attitude?

- Our approach...
- Our outlook towards situations and others...
- The emotions we express towards others.
- Our attitude must be positive and hopeful.

Remember:

- Luck favours those who help themselves
- Don't wait for things to happen make them happen
- Stay away from negative influences
- Start your day with something positive
- Learn to like the things that need to be done

Positive attitude shows in the following ways:

- Positive thinking
- Constructive things
- Creative thinking
- Optimism
- The motivation and energy to accomplish goals.
- An approach of happiness

Positive attitude results in happiness as well as success. Positivity not only affects you and the way you look at the world, but it also affects work environment and people around you.

Story of Carrot, Egg, and Coffee Beans

Raju works as a supervisor in a factory. He is not happy with his job. One day he spoke about his dejection to his elderly friend, Prashant, who runs a small canteen for the factory workers. "Prashant I am not satisfied with my job. There are so many problems in the factory. If I solve one, another one crops up. The problems seem to be never ending. I am quite fed up and wish to quit."

Prashant said nothing. He quietly put three pots with water on the stove. He put some carrots into one pot, some eggs into another and coffee beans into the third pot. The water in the pots began to boil. Raju wondered what was going on! "Oh, here I am with my tale of woes, and this illiterate cook goes about his business!"

After some time, Prashant switched off the stove and put the carrots, eggs, and the beans in different bowls. He then said, "My friend, what do you see here?" "Carrots, eggs and coffee", said Raju irritably. "Of course! Now come and feel them one by one", said Prashant. "Oh God!

What do you want to prove?" asked Raju controlling his anger. "The carrots have turned soft. The egg is hard boiled beneath its shell and the coffee is stronger in aroma". "Exactly" said Prashant "Each of them faced the same degree of heat, but each reacted differently. The carrots that were so hard before became soft and weak. The egg was fragile with its thin outer shell, but after boiling it became hardened and the inner liquid portion became hard boiled. But the coffee beans are unique. After boiling in water, they became stronger and richer. So, my friend, tell me, are you the carrot, the egg or the coffee bean? How do you respond to difficult situations? Are you like the carrot that is hard to look at but with the slightest difficulty becomes weak and soft? Are you the egg born with a soft heart but became tough and stiff after a difficult or a bitter experience? Or are you like the coffee bean that gets stronger and tougher and reaches its peak in extreme adversity or difficulty?

When things get worse, you get better.

"Thank you, Prashant. You've opened my eyes. I shall strive and do my best."

8.4.3 Goal Setting

Goal setting is a powerful method for considering your ideal future. The method of setting goals helps you to decide on where you wish to go in life.

Goal setting consists of establishment of specific, measurable, achievable, realistic and time targeted aim. Goal setting helps individuals work towards their own objectives. Goals are a kind of motivation that sets the standard for self-satisfaction with performance. Achieving the goal, one has for oneself is a measure of success and having the ability to satisfy job challenges is a way one measures success in the workplace. Set SMART goals:

- S: Specific
- M: Measurable
- A: Attainment
- R: Relevant
- T: Time bound

Identify:

- What you want to achieve,
- Where you must concentrate your efforts
- Also spot the distractions that can, lead you astray.

First create your “big picture” (the next 10 years):

- Identify the large-scale goals that you just wish to achieve.
- Then break these down into the smaller targets that you simply should hit to succeed in your life goals.
- Once you have your plan, you begin working on it to achieve these goals.

Setting goal is important for an individual because:

- Goals narrow attention and direct efforts to goal related activities.
- Goals lead to more effort.
- One works through setbacks if he is pursuing a goal.
- It develops and changes individual’s behaviour.

Categorization of Goals

To give a broad balanced coverage of all important areas in your life set goals in all the important categories of your life such as:

- **Career:** What level do you want to reach in your career or where you want to reach?
- **Financial:** How much you want to earn, by what stage? How is it related to your career goals?
- **Education:** Is there any specific knowledge you want to acquire in life? What information and skills you need to acquire to achieve your goals?
- **Family:** How you want to be seen by your spouse and family members?
- **Health:** Do you want to stay healthy in your old age? What are you planning to achieve this?
- **Public Service:** If you want to make the world a better place, what will you do?

8.4.4. Team Dynamics

A team is made up of a group of people associated to a common purpose. Teams are especially made to conduct complex works. A team is an example where a people share a goal. This creates a dynamic bond amongst the team members as they are dependent on one another for success. For example, a sports team wins or loses as a whole.

Team members need to learn:

- How to assist each other
- Realize their true potential
- Prepare the atmosphere that is familiar with each member to work beyond their strength.

Factors of Team Dynamics

- Tolerance and Cooperation
- Set aside feelings of caste, creed, profession
- Put up with each other
- Identify strengths of each
- Who can do what

In a team, there is no room for personal gains and not betrayals. In a team:

- A single person cannot achieve a big task single handedly.
- Big and difficult tasks can be accomplished only through collective effort, through teams.
- In a team, the team members stand by each other during good and bad times alike.
- Work together towards a common goal.
- Divide the task and share the burden.
- Help and accept help from others.

Story: Small Fishes and Big Fish

Once there was a shoal of tiny red fish living in the sea. One among them was a little different. His name was Swimmy and he was black in colour. Swimmy was the fastest swimmer in the shoal. The fish would swim around in the sea looking for food. One day when they were busy searching for lunch, Swimmy who was far ahead of the others seeing a big fish coming in their direction. The big fish was also looking for his lunch---smaller fish. Swimmy was scared! If the big fish would spot his shoal, all of them would be eaten up. Swimmy thought hard of a way out and quickly came up with a plan. He quickly swam back to his shoal and told all the fish about the big fish and explained his plan to escape from being eaten. When the big fish came closer, he was shocked to see an even bigger fish swimming in his direction with its huge jaws wide open. Frightened that he would get eaten up, the big fish swam away. If he had looked carefully, he would have realised that the huge fish was all the tiny red fish swimming very closely together in such a way that they looked like one big fish. And little black Swimmy, being different, became the eye of the 'huge' fish!

8.4.5. Managing Relations

We all have different personalities, different desires and wishes, and different ways of showing our emotions that affects people around us.

70% of the workplace learning is informal, once people discuss with each other at work they really are learning to do their job better. Friendlier staff is effective communicators, more productive and trustworthy more by employers and colleagues.

Tips for improving relations with people around us:

- Observe how you react to people such as do you reach to a conclusion before you know all the facts.
- Look honestly how you think and interact with other people.
- Look at work environment. Do you seek attention for accomplishments or give chance to others?
- Accept your weaknesses courageously and work on them.
- Take responsibility for your actions.
- If you think someone is hurt by you, apologise directly.

8.4.6. Etiquette

Etiquettes are rules to operating behaviour regarded as good and acceptable in personal and professional life. Etiquette includes:

Making Positive Impression

- Stand straight, make eye contact, and turn towards people when they are speaking and genuinely smile at people.
- Follow the dress code prescribed by the organization.
- When meeting someone for the first time always shake hands with a gentle firmness.
- Always arrive early to work each day.

How you treat with people

- Think how you treat your supervisors and colleagues.
- Don't make value judgments on people's importance at workplace. Respect every individual equally.
- Respect people's personal space at workplace.

Communicating at Workspace

- Keep workspace professional and neat.
- Don't interrupt other people on the workplace.
- Limit personal calls especially when you are working in a manufacturing unit.
- Eat and smoke to the designated areas only otherwise it may disturb other people.

Work etiquette tells the individual a way to behave when handling situations in an exceedingly working environment however the trivial situation is. It also applies to co-worker interaction and communication with colleagues.

Work Ethics

Work ethics is a value based on hard work and attentiveness. Work ethics include:

- **Discipline:** It takes a certain level of commitment to finish your tasks every day. Only with discipline one can stay fixed on goals and determined to complete his assignment.
- **Commitment to work:** A strong sense of commitment to work affects how an individual work and the amount of work he does. When a worker is committed to work, he turns up on time, puts in his best efforts and completes the projects to the best of his ability.
- **Punctuality:** It shows that you are dedicated to your work, interested in the work and capable of handling responsibility. Being punctual shows your professionalism and commitment to work.
- **Ownership and responsibility:** Ownership and responsibility stretches in all aspects of an employee's job. Co-workers value the employees' ability to give honest feedback. Supervisors rely on the high moral standards trusting him not to create problems and being responsible.
- **Striving to excel:** Keep yourself updated with new developments and knowledge of your field. Learn new skills, techniques, methods required to uplift your career. Workers exhibiting a good work ethic are usually selected for higher positions, increased responsibility as well as promotion. Workers who do not exhibit good work ethic can be regarded as incompetent and failing to provide a fair value to the employer for the salary.

8.4.7. Stress and Anger Management

Anger is a normal and a healthy emotion. Anger management may be critical for people who find it difficult to keep it under control. There are many health issues related to an unresolved anger like heart attack, high blood pressure, anxiety, depression, colds and flu/fever and digestive problems. If your heart beats faster and you breathe quickly, tension in your shoulder or clinching your fists beware your body may be showing signs of anger, take steps to calm yourself down. Once you will be able to recognize the signs of anger you can calm yourself down.

Always remember:

- Avoid unnecessary stress, learn to say no and take control of your environment
- Express your feelings instead of bottling them up
- Accept the things you can't change
- Learn to forgive
- ANGER is only one letter away from DANGER
- Anger can destroy lives, destroy relationships
- Put yourself in other's shoes
- Don't react immediately
- Postpone for a few seconds whatever you wish to say or do
- Take a deep breath
- Speak when you have calmed down

8.4.8. Conflict Resolution

What is a Conflict?

A problem or a situation that may be difficult to understand or to deal with.

Why do we need to resolve conflicts?

- If a problem is not solved or addressed at the right time it may blow out of proportion
- An unsolved problem can be like Cancer which spreads and translates itself into all other areas in life
- Unsolved problems may lead to increased levels of bitterness and frustration
- It may foster bad habits like backbiting, gossiping, etc.
- Persons involved in conflict may lose focus and target each other's character instead of the specific behaviour to be modified

How to work out Conflicts?

- **STOP . . .** before you lose your temper and make the conflict worse.
- **SAY . . .** what you feel is the issue. What is the reason of disagreement? What do you like?
- **LISTEN . . .** to others' ideas and feelings.
- **THINK . . .** of solutions that satisfy both the parties

If you still can't agree, ask someone else to help you work it out.

8.4.9. Leadership Skills

The ability to lead effectively depends on variety of key skills. These skills are extremely sought after by employers as they involve managing a number of individuals in such a way as to inspire, enthuse and build respect. Some of the qualities that every good leader should possess are:

- **Honesty:** If you make honest and ethical behaviour a key value your team will follow the suit.
- **Ability to delegate:** Delegating tasks to one of the appropriate persons is the one of the most important skills that needs to be developed. The key to delegation is to identify the core strengths of the team and capitalizing on them.
- **Good communications skills:** Being able to communicate clearly is quite important.
- **Confidence:** Keeps morale of the team high even in the tough times.
- **Commitment:** If you expect your team to work hard and produce quality content then you should lead by example.
- **Positive Attitude:** Keeping teams motivated towards continued success of the company.
- **Creativity:** During the critical situations it is important to think out of the box solutions than to prefer the set course of action.
- **Be decisive:** Plan for the unexpected and nothing will surprise you. If you have thought of things going wrong in a particular task you will be able to make confident decisions on corrective actions when necessary.

- **Focus on the big picture:** Plan future strategies for your department and communicate them to supervisors and staff members. Set realistic and measurable individual and team goals and communicate your expectations within the context of massive picture.

How to become a leader:

- Use initiative to act on opportunities. Become a frontrunner before other people view you together.
- Take responsibility of own objectives, set priorities.
- Attempt to solve the matter instead of to pass on to others.
- Go the extra mile when asked to do tasks. Go beyond your job description.
- Show enthusiasm.
- Take ownership of the issues. Anticipate potential issues, take pre-emptive action and act quickly to resolve the issues.
- Introduce enhancements to the ways in which things are done.
- Develop innovative practices. Value innovative thinking.
- Learn new skills that may enhance capability.

UNIT 8.5: Social Interaction

Unit Objectives



At the end of this unit, participants will be able to:

1. Understand what social interaction is and what social interaction behaviour is.
2. Give a brief description about him/her in public.
3. Follow daily duties.
4. Cooperate with peers, family and other members in society.

8.5.1. Social Interaction

Social interaction is a process through which we respond to people talking with us. It includes acts where people perform toward each other and responses they give in return. Social interaction has a number of behaviours. Some of them are:

- **Exchange:** Exchange is the most elementary kind of social interaction. It's a human process by that social behaviour is exchanged for some kind of reward for equal or greater value.
- **Competition:** It's a process by which two or more individuals plan to accomplish a goal that just one can attain. It will lead to psychological stress, a lack of cooperation in social relationship, difference and even conflict.
- **Cooperation:** It's a process in which people work together to achieve shared goals. Task cannot be completed without their cooperation.
- **Conflict:** Social conflict is the struggle for agency or power among a society to achieve control of scarce resources. It happens when two or more individuals oppose each other in social interaction to achieve incompatible goals.
- **Coercion:** People or teams are forced to provide into the desire of other people or teams.

8.5.2. Self- Introduction

We all, in our lifetime, have to introduce ourselves to the others. The introduction usually lasts for around 2 minutes to 3 minutes. It is very important that it gives the first impression to other about us. It has a great impact on your self-esteem and self-confidence. It's helpful in:

- Feeling better about yourself
- Boosting your confidence
- Building your self esteem
- Making friends
- Feeling in control

Points for Self-Introduction

Following are some self-introduction points:

- **Wishes:** It is the first thing that we need to do before addressing a gathering. At this point we need to make effort to grab the attention of audience. You have to wish depending on the time either, Good Morning, Good Afternoon or Good Evening.
 - Good morning! My dear friends
 - Respected Sir! Good morning
 - Special or lovely or cool morning to you all
- **Purpose:** We have to tell the purpose of coming in front of the audience. We can say I have come here to tell you about myself.
- **Name:** Here you talk about your name.... To grab the eye of the audience, you have got to present your name differently. If you know you can tell the meaning of your name or nay famous celebrity along with your name.
- **Father's Name:** Here you have to say concerning your father's name. begin your father's name as Mr. or Prof. or Dr.
- **Family:** It's a good chance to inform about your family, therefore tell the small print what you want to talk about them.
- **Profession:** Talk about your profession what you're doing at the moment.
- **Location:** Talk about your present location, wherever you're staying and if you would like you can also tell with whom you're living. You can also talk about your native place. It is better to describe about or talk about your place which is famous for.
- **Hobbies/Habits:** Hobbies means what you like in your leisure and habit means your regular activities. This part talks about your nature and your lifestyle, be careful while telling this.
- **Life Aim:** Talk about what is your aim in life, it will be good if your aim is high. You must think high and reach high.
- **Achievements:** Talk about what you achieve up to now, minimum it is good to talk about three achievements and maximum five. Though achievements are small, tell them it shows your confidence but don't say I don't have any achievements.
- **Favourite Person's or Ideal:** It is good to say about your ideal persons.
- **Favourite movies, things, colour, places etc.:** if you want to tell your favourites, which tell about your tastes and preferences to others.
- **Your Strengths and Weakness:** You can talk about your strengths and weaknesses. Make sure your weakness should not be absurd or incorrigible.
- **People you like and dislike:** You have to tell what kind people you like or what kind of people you dislike. Any turning point in your life How are you different from others
- **Conclusion:** In conclusion offer a memorable answer on the question the listeners probably will have when they have listened to your public speaking speech. Tell how this aspect of your life makes you what you are and who you are. It will be perfect ending to your self –introduction.
- **Finally say thank you.**

You will have to maintain your speech according to the time, generally 3 minutes and you must make the speech depending on the section of people you are giving the speech and what you want to reveal about yourself.

Improving self-introduction

There are a few things that you can do that helps in making your self-introduction better:

- **Listen to what you are saying to yourself:** Notice what your inner voice is saying. Take some time to listen and even write down what you are thinking.
- **Monitor your self-talk:** Analyse that your self-talk is more positive than negative.
- **Change your introduction:** counter your negative thoughts with positive ones. Avoid speaking negative and try to look for things that might add a better spin to a tough situation

8.5.3. Our Duties and Responsibilities

There are certain duties which are laid by the Constitution of India. These duties are very to be fulfilled by every citizen of India. These are as follows:

- To bear by the Constitution and respect its ideals and establishments, the national flag and also the national anthem.
- To encourage and respect the noble ideals that galvanized our national struggle for freedom.
- To uphold and protect the sovereignty, unity and integrity of Republic of India.
- To defend the country and render national service once called upon to do so.
- To promote harmony and also the spirit of respect amongst all the people of the Republic of India transcending religious, linguistic and regional diversities.
- To forbid practices derogative to the dignity of ladies.
- To preserve the rich and diversified heritage of our culture.
- To conserve the natural surroundings like forests, lakes, rivers and wild life, and to have compassion for living creatures.
- To develop the scientific temper, humanism and the spirit of inquiry and reform.
- To safeguard public property and to retract violence.
- To try towards excellence altogether spheres of individual and collective activity so that the nation perpetually rises to higher levels of endeavour and accomplishment.

These need to be followed by every citizen of India for development of the country.

8.5.4. Cooperation

The process of groups of organisms working or acting together for their mutual benefit is called cooperation. Cooperation among family members, friends and peers is very common and healthy. It is the backbone of any society.

Family cooperation provides an avenue for a family to come closer. It increases coping skills and decision making. Some steps to promote family cooperation are:

- **Plan things together:** It calls for negotiation and compromise and teaches everyone to be more tolerant and considerable to other's viewpoint.

- **Share responsibilities:** Diving up necessary household responsibilities can be a good exercise in family cooperation.

Peer support occurs once individuals give knowledge, experience, and emotional, social or sensible help to each other. It's a distinct state of social support in this the source of support may be a peer an individual who is analogous in ways to the recipient of the support.

The effective peer support can be in form of:

- **Social Support:** In form of positive psychological interactions with others with whom there is mutual trust and concern.
- **Experiential Knowledge:** contributes to solve problems and improve quality of life.
- **Emotional support:** Esteem, attachment and reassurance
- **Instrumental Support:** Product and services. How to be a cooperative person: For being a cooperative person following things needs to be done:
 - Listen carefully to others and make sure you perceive what they're expressing.
 - Share when you have something those others would really like to have.
 - Take Turns once there's something those no-one desires to do, or when more than one person desires to do a similar factor.
 - Compromise when you have a significant conflict.
 - Do your part the very best that you just probably can. This can inspire others to do the same.
 - Show appreciation to people for what they contribute.
 - Encourage people to do their best.
 - Make people needed. Working together may be a lot more fun that manner.
 - Don't isolate or exclude anyone. Everyone has something valuable to offer, and nobody likes being omitted.

UNIT 8.6: Group Interactions

Unit Objectives



At the end of this unit, participants will be able to:

1. Participate in group discussions in the class
2. Give speech in the public
3. Understand the importance of team building and teamwork

8.6.1. Group Interaction

Every day we tend to meet with teams of individuals socially and professionally. However, we interact to play a big role in the impressions we tend to produce. Interaction that happens whereas a group completes a cooperative task describes how the group works. For a successful and positive group interaction these steps need to be followed:

- Put your mobile phone away or place in silent mode.
- Greet everyone.
- Be friendly with everyone in the group.
- Show an interest in others by paying someone a compliment and listen carefully to what is being discussed.
- Be proactive and introduce yourself to others in the group.
- Sit up straight. Poor body posture is an indication of low self-esteem.
- Focus your attention on the person talking.
- Don't discount anyone's comment. Remember everyone is different and have different the ability to think.
- Think before you speak. Don't be too quick to jump into the conversation.
- Be a respect listener and observer.
- Include everyone when talking. Be sure to share eye contact with each person in the group.
- Unless there is a clear indication don't change the topic. Otherwise, it will make people feel you are not interested in the topic.
- Don't start or participate in a side conversation. Don't allow their mistake to prevent you from being a good listener.
- Make sure to smile shake hands and embrace and use each person's name when conversation and the person's name when the discussion is over.

Everything you are doing in a group setting makes an effect on everybody in the group. Don't ever suppose something doesn't matter. Everything matters. Take every chance to take part in informal and formal group interactions. Begin by creating small contributions to discussion, prepare an issue to raise or accept as true with another person's remark. Ask for other person's opinion.

8.6.2. Importance of Group Interactions

As participant group interactions is important as:

- It helps you to get a subject more deeply
- It improves your strength to think positively
- It helps in solving a serious issue
- It helps the team to go on a final decision
- It provides you the chance to listen to others' ideas
- It improves your listening skills
- It increases your confidence in communications
- It can change your behaviour

As a moderator a group interaction helps in:

- Understanding member interpersonal skills
- Identifying if a member can work in a team
- Understanding one's behaviour
- Selecting a perspective member in a perspective methodology

Dos and Don'ts of Group Interaction

Do's	Don't
<ul style="list-style-type: none"> • Speak pleasantly and in a well-mannered way to the group 	<ul style="list-style-type: none"> • Lose your temper. A discussion isn't an argument
<ul style="list-style-type: none"> • Respect the contribution of each speaker 	<ul style="list-style-type: none"> • Shout. Use a moderate tone and medium pitch
<ul style="list-style-type: none"> • Remember that a discussion isn't AN argument. Learn to disagree in a well-mannered way 	<ul style="list-style-type: none"> • Use too several gestures when you speak. Gestures like finger pointing and table thumping will appear aggressive
<ul style="list-style-type: none"> • Think about your contribution before you speak. How best can you answer the question/ contribute to the topic? 	<ul style="list-style-type: none"> • Dominate the discussion. Confident speakers ought to enable quieter students an opportunity to contribute
<ul style="list-style-type: none"> • Try to follow the discussion topic. do not introduce tangential information 	<ul style="list-style-type: none"> • Draw too much on personal experience or anecdote. Although some tutors encourage students to reflect on their own expertise, keep in mind to not generalize an excessive amount of.
<ul style="list-style-type: none"> • Be aware of your visual communication when you are speaking 	<ul style="list-style-type: none"> • Interrupt. Wait for a speaker to complete before you speak
<ul style="list-style-type: none"> • Agree with and acknowledge what you find fascinating 	

8.6.3. Team Work

Team work is a critical part of professional life. They can have a big impact on:

- The profitability of an organisation.
- People enjoy their work.
- Staff retention rates.
- Team and individual performance.
- Company reputation.

Importance of Team Building

Team building activities not only boost morale of the team members, but it can also increase the success rate of the teams. Team building is an important activity as it:

- **Facilitates better communication:** Activities that create discussion results in open communication among the employees, and among employees and management. This improves office environment also the quality of work.
- **Motivates employees:** The more comfortable team members are to share their ideas and opinions, the more confident they will be. This motivates them to take on new projects or challenges.
- **Promotes creativity:** Working closely with other team members increase creativity and promotes new ideas.
- **Develops problem-solving skills:** Team building activities that require team members to work closely to solve problems improves the ability to think rationally and logically. Teams that determine when a problem arises and knows the solution can work better when a real problem occurs.
- **Breaks the barrier:** Team building increases trust among workers.

Do and Don'ts of working in a Team:

- **Don't argue in public:** if you have a disagreement with someone in the team find a neutral place to discuss the situation.
- **Do encourage each other:** when things get tough the tough get going. Contribute to the team in trying situation.
- **Don't talk behind the backs:** if you have trouble with some team members don't share with others. Go directly to the person in a kind and compassionate manner and share what is in your mind.
- **Do lend a hand:** if a team member is asking for help don't hesitate in helping him.
- **Don't be the weakest link:** Live up to your responsibilities, meet team expectations and communicate effectively in the team.
- **Give and receive feedback:** As a part of growing team give and receive feedback respectfully and graciously.

UNIT 8.7: Time Management

Unit Objectives



At the end of this unit, participants will be able to:

1. Understand the importance of time management
2. Develop time management skills

8.7.1. Time Management

Time management is the process of planning and practicing control over the time given to a specific task, especially to increase effectiveness, efficiency, and productivity. It is an activity with the goal to increase the overall advantage of a set of activities within the limited condition of a limited time.

Some effective time management

- Delegate tasks
- Identify time wasters
- Combine activities – Plan for them
- Break down big tasks down to the smallest task possible
- Accomplish them one by one
- At the end of the day conduct a simple analysis to see which activity took time

8.7.2. Time Robbers

Time robbers are those activities which create interruption at the workplace. These activities create a deviation from the objectives which needs to be achieved. Time Robbers could be:

- Poor personal planning and scheduling
- Interruptions by people without appointments
- Poor delegation
- Poor use of the media: Telephone, Mobile, e-mail, and fax, etc.
- Reading junk mail
- Lack of concern for good time management
- Lack of clear priorities

The Time Robbers can be avoided by:

- Be active all the time
- Develop and maintain an organized personal activity schedule
- Set your priorities
- Proper delegation
- Utilize modern technical media

UNIT 8.8: Resume Preparation

Unit Objectives



At the end of this unit, participants will be able to:

1. Understand the importance of resume
2. Learn how to prepare a resume

8.8.1 Introduction

A resume is a self-declaration which once done properly shows how an individual's skills, experience and achievements match the need of the work that they wish to get. The sole purpose of resume is one to win an interview. It convinces the future employer what he wants from the prospective employee in new career or position. It also establishes an individual as a professional person with high standards and excellent writing skills based on the fact that his resume is written well. It also helps you clarify your direction, qualifications and strengths, boost your confidence or to start out the process of committing to a job or a career modification.

One must know about a resume that:

- Your resume is an instrument to get you an interview but not a job
- Employer will be screening your resume for just 15-20 seconds. That's the time your resume will make an impact on employer

There are different sections on the resume in the same order as mentioned under:

Section	What is the employer looking for
Header	Your identity and to contact you
Objective	To check if their requirement and your objective match
Education	To check if you have the basic qualification for the job/internship you are applying for
Practical Experience/projects	To see if you have done anything that reflects your potential capability. Also to see how different you are from your peers
Skills	How equipped you are in terms of your personality traits as well as occupational skills
Interests	Professional aspects apart, how meaningful are your life?
Other	Is there else significant and relevant you want to showcase, that will add value to your resume

Preparation work and important tips

Before you start preparing your resume make sure to follow the checklist:

- Educational documents from class ten onwards to calculate scores
- Make list of all things that you need to add to your resume. Like internships, projects, part time jobs, extracurricular activities, sports, training, skills, interests etc. the list doesn't need to be complete, you'll always add to the list as you go.

Before preparing resume always remember:

- Every point in your resume should be specific and must be supported by several factual information.
- Use action verbs in all your points. They catch attention immediately and make your sentences clear.
- Use bullets not paragraphs.
- Do not mention your responsibilities mention what you have accomplished.
- A common mistake we make while constructing the resume is to copy the format from our friends resume and built it based on that.

Resume Header

Purpose: You must provide some information about yourself, so that the employer can reach you.

Mandatory fields include: Name, current address, email id, phone number, and date of birth. Your name should be written in bigger font.

Do Not:

- Include your photo
- Write RESUME as heading to the file
- Give details like family information, marital status, etc.
- Add these details to the bottom of your resume or occupy more space to fill up these details

Framing the Objective

Purpose: To convey the employer what goals you have. The focus should be towards getting a particular position in a specific industry.

Always remember: Your objective should include the following:

- Position wanted
- Functional area
- Industry wanted
- Be specific and restrict it to minimum words.
- Your objective should be different to each role you apply to
- While writing the objective, keep the employer's requirement in mind. The objective is not what you desire from the company, it's about company's need.

Education

The next session in your resume is to highlight your educational qualifications.

Purpose: For the employer to know whether you have basic qualification for the job for which you are applying or not.

Always Remember:

- To write all educational qualifications from class 10 to highest education.
- For class 10 and 12 – include school/college name, Board, Stream/Specialization (If any), year of study, Marks.
- For undergraduate – include College name, University name, Degree and Specialization, year of study.
- Write all your qualifications in reverse chronological order, i.e. the latest qualification on top.
- You may write the educational qualifications in a tabular format or in a simple one after the other order.

Projects and Internships

The next part of your resume includes the hands-on work that you have done, like projects, internships, in-plant training, part time jobs, volunteering, starting up a company and other initiatives. The number and the nature of initiatives taken define whether to keep one heading or detail them under different headings.

Purpose: This is a mandatory part of a resume, as your hands on work and the initiatives you have taken apart from your curriculum in what will reflect your real strength as well as separate your resume from your peers.

Remember:

- The heading should be – title / project name, role, company/organisation name, -2 lines description about
- The specific time period.
- Time period is must.
- The entries under each heading must be in reverse chronological order.
- Be very specific on what you have accomplished. Add numbers and facts wherever possible.

Do Not:

- Do not write simple statements. It does not give employer a clear picture of the work you have done. Thus, the employer can assume that you have done an internship for the certificate.

Skills

Heading: You can have multiple headings under skills. Common heading can include:

- **Soft Skills:** must include, they showcase your personality traits.
- **Core occupational skills:** Optional include if you possess any core skills. These are skills you possess relevant to the role you are applying for.
- **IT Skills:** Optional, suggestive to include if you are applying for IT/software related roles.

Remember:

- List your skill and add a point which supports your skill the best.
- Make specific points. Add numbers and facts wherever possible.

- Pick only three to four soft skills that describes you the best.
- Dig your past to discover the best of these skills you possess and the best example you can quote to support it.

Interests

In this section of your resume carefully choose which of interests you want to showcase on your resume so that they can make your life seem meaningful.

The interests you showcase talk about your character. These interests frequently come up as a subject of discussions during the interviews; therefore, sagely choose what to show.

Remember:

- List interests which are meaningful and display some learning.
- Support the interest you have listed
- Make points specific and add supporting fact to it.
- Do not just list random cluster of interests like adventure, guitar, reading, environment
- Never include interests like partying, watching movies etc. they create wrong impression.

References

Give References

The very last thing on your resume ought to be a list of 2-4 professional references. These are all those who you're not related to, but whom you have handled in a professional manner. You would possibly think about previous leader, faculty member or volunteer coordinator to include on your reference page.

- Include the name of the reference, their relationship to you, mailing address, e mail and telephone number.
- The place you're applying to could contact these people, therefore always call them in advance to allow them to understand that you are using them for a reference and are presently applying for a job.

Points to Remember

- Make sure that the length of your resume doesn't exceed a pair of pages
- Does a thorough recheck and confirm there are fully no errors in your resume. No grammatical errors, no spelling mistakes, no punctuation errors
- Run through your resume time and again for to create enhancements and phrasing sentences better
- Choose a professional font in a size eleven or twelve. You can use multiple fonts for different elements of resume but try to limit it most of two fonts. Instead changing between fonts, strive creating specific sections bold or italicized instead
- The font size of your header and the introduction to a part may be a size fourteen or sixteen
- Your text should be printed in solid black ink. Ensure to deactivate any hyperlinks so that they don't print in blue or other contrastive colour
- Your page ought to have one inch margin all the way around with 1.5- or 2-point line spacing. The body of your resume ought to align left and your header should be centred at the top of the page

UNIT 8.9: Interview Preparation

Unit Objectives



At the end of this unit, participants will be able to:

1. Understand the procedure of interview
2. Go thorough mock interviews
3. Understand how to present them during an interview
4. Motivated to work after the training period is over

8.9.1 Interview

An interview is a conversation between two or more individuals (the interviewer(s) and the interviewee) wherever queries are asked by the interviewer to get information from the interviewee. An interview is the first and last hurdle you need to cross in order to get employment.

Common Types of Interviews

Traditional HR Interview: Most of the interviews are face to face interviews. The most traditional is a one-tone conversation with the Human Resources Executive where the candidate's focus should be on the person asking question. You are advised to maintain good eye contact, listen keenly and answer promptly.

Panel Interview: In this situation, there is more than one interviewer. A panel ranging from two to ten members may conduct this part of the selection process. This is an ideal chance for you to display group management and group presentation skills.

Technical interview: The objective of this interview is to basically evaluate technical knowledge. Majority of the questions will be based on the skills sets mentioned in the candidate's resume.

Telephonic Interview: Telephonic interviews are used for initial screening of candidates who live far away from the job site.

Before going for an interview, it is important to have clarity of the role you are applying for. It's also important that for you to know where you are applying and whom will you be talking to. Your answers should tell the employer that you are the match they are looking for.

This requires you to do small research on the following fields:

- Company and Field
- Job Description
- Yourself (Skills, Values, and Interests)
- Resume (Experience)

If you were an employer, you would have chosen a person who is sure of himself, calm and confident. So, it's important that you are:

- Confident
- Relaxed
- Sure, of yourself
- Prepared
- Before, during and after the interview, it is important for you to be prepared.
- Dress Professionally

It is important that you dress professionally. It is a proven fact that the way we dress makes a huge difference in the way we are perceived. 90% of the way you communicate with other people is through body language (gestures, expressions, etc.) and the first impression we make. It is very simple to make a great first impression.

For a good first impression it is important those we:

- Smell good
- Have a professional appearance
- Pay attention to your grooming
- Make eye contact
- Know what and how you speak
- Our overall personality contributes to our complete perception.

How to dress for Interview

Men	Women
Long-sleeved buttoned shirt (clean and pressed)	Conservative pump, no stilettos
Dark shoes (cleaned and polished) and dark socks	Jewellery -One set of earrings (preferably knobs)
Get a haircut (short hair is always best)	No bangles
No Jewellery (chains, earrings, piercing)	Minimal use of makeup
No beards or Tattoos	

8.9.2 During the Interview

- Be confident, not arrogant
- Sell yourself - Keep your energy up
- Maintain your posture
- Be positive, don't complain
- Know your resume and accomplishments

It isn't sufficient to have ideas. They must be expressed effectively in the interview. The parameters that the candidates are assessed on during the interview are very simple. These are the parameters that this training program has prepared you for.

8.9.3 Active Listening

- Clarity on ideas and expressions
- Correct language
- Good body language
- Fluency
- Ideas should be expressed fluently in the right tone, right voice, and right articulation





9. First Aid and CPR

Unit 9.1 – First Aid and CPR





Key Learning Outcomes

At the end of the module, participants will be able to:

1. Identify different methods of first aid
2. Perform first aid
3. Understand CPR
4. Perform CPR in case of emergency

UNIT 9.1: First Aid and CPR

Unit Objectives



At the end of this unit, participants will be able to:

1. Apply first aid on an injured person
2. Understand the procedures of doing CPR

9.1.1 First Aid

First aid is the help given to any individual suffering from an unforeseen illness or injury, with care provided to preserve life, stop the condition from worsening, and/or promote recovery. It includes initial intervention during a serious condition before skilled medical help being accessible, like performing CPR while waiting for the ambulance, also because the complete treatment of minor conditions, such as applying a plaster to a cut. First aid is usually performed by the layman, with many of us trained in providing basic levels of first aid, and others willing to try and do thus from acquired information. Mental health first aid is an extension of the idea of first aid to cover mental health.

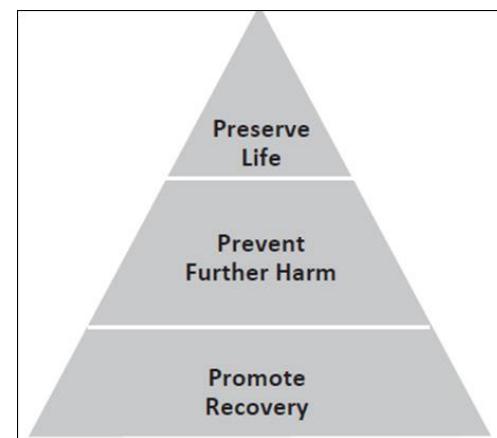


Fig 9.1.1: First aid objective pyramid

There are many situations which may require first aid, and many countries have legislation, regulation, or guidance which specifies a minimum level of first aid provision in certain circumstances. This can embrace specific coaching or equipment to be obtainable within the work area (such as an Automated External Defibrillator), the availability of specialist first aid cover at public gatherings, or necessary first aid coaching among learning institutes. First aid, however, doesn't essentially need any specific equipment or previous information, and may involve improvisation with materials offered at the time, usually by undisciplined persons.

Vital Signs	Good	Poor
Heartbeat	60-100 beats per minute	<60 or >100 per minute
Respiration	14-16 breaths per minute	<14 breaths per minute
Skin	warm, pink, dry	cool, pale, moist
Consciousness	alert, oriented	drowsy or unconscious

Awareness	Assessment	Action	Aftercare
Observe	Assess what is required to be done	Do what you can	Once you have assisted the victim, stay with him/her till expert care arrives
Stop to help	Ask yourself 'Can I do it?'	Call for expert medical help	
		Take care of your and the bystander's safety	

While delivering First Aid always remember:

- Prevent deterioration
- Act swiftly, deliberately, and confidently
- Golden Hour – First 60 minutes following an accident
- Platinum Period – First 15 minutes following an accident
- Prevent shock and choking
- Stop bleeding
- Loosen victim's clothes
- Regulate respiratory system
- Avoid crowding/over-crowding
- Arrange to take victim to safe place/hospital
- Attend to emergencies first with ease and without fear
- Do not overdo. Remember that the person giving first aid is not a doctor

Injury	Symptom	Do's	Don'ts
Fracture	<ul style="list-style-type: none"> • Pain • Swelling • Visible bone 	<ul style="list-style-type: none"> • Immobilise the affected part • Stabilise the affected part • Use a cloth as a sling • Use board as a sling • Carefully Transfer the victim on a stretcher 	<ul style="list-style-type: none"> • Do not move the affected part • Do not wash or probe the injured area
Burns (see degrees of Burn table)	<ul style="list-style-type: none"> • Redness of skin • Blistered skin • Injury marks • Headache/seizures 	<ul style="list-style-type: none"> • In case of electrical burn, cut-off the power supply • In case of fire, put out fire with blanket/coat • Use water to douse the flames • Remove any jewellery from the affected area • Wash the burn with water 	<ul style="list-style-type: none"> • Do not pull off any clothing stuck to the burnt skin • Do not place ice on the burn • Do not use cotton to cover the burn

Bleeding	<ul style="list-style-type: none"> • Bruises • Visible blood loss from body • Coughing blood • Wound/ injury marks • Unconsciousness due to blood loss • Dizziness • Pale skin 	<ul style="list-style-type: none"> • Check victim's breathing • Elevate the wound above heart level • Apply direct pressure to the wound with a clean cloth or hands • Remove any visible objects from the wounds • Apply bandage once the bleeding stops 	<ul style="list-style-type: none"> • Do not clean the wound from out to in direction • Do not apply too much pressure (not more than 15 mins) • Do not give water to the victim
Heat Stroke/Sun Stoke	<ul style="list-style-type: none"> • High body temperature • Headache • Hot and dry skin • Nausea/Vomiting • Unconsciousness 	<ul style="list-style-type: none"> • Move the victim to a cool, shaded place • Wet the victim's skin with a sponge • If possible, apply ice packs to victim's neck, back and armpits • Remove any jewellery from the affected area • Wash the burn with water 	<ul style="list-style-type: none"> • Do not let people crowd around the victim • Do not give any hot drinks to the victim
Unconsciousness	<ul style="list-style-type: none"> • No movement of limbs • No verbal response or gestures • Pale skin 	<ul style="list-style-type: none"> • Loosen clothing around neck, waist and chest • Check for breathing • Place the victim's legs above the level of heart • If victim is not breathing, perform CPR 	<ul style="list-style-type: none"> • Do not throw water or slap the victim • Do not force feed anything • Do not raise the head high as it may block the airway

1st Degree Burn	2nd Degree Burn	3rd Degree Burn	4th Degree Burn
Will recover it in a few days. Action Required: Place under running water	Serious but recovers in few weeks. Action Required: Place clean wet cloth over the burnt area	Very Serious and will require skin grafting. Action Required: Place clean dry cloth over the burnt area	Extremely Serious and requires many years with repeated plastic surgery and skin grafting, is life-threatening. Action Required: Leave open and prevent infection.

9.1.2 Splints and Aids of Torso

A splint can also be called a bandage that immobilizes a broken bone. Generally, this is often done by handling rigid objects like sticks or boards. For a few injuries, however, this is not attainable, and the alone possibility is to tie the broken limb to the body.



Fig 9.1.2: Splinting arm

Splints

When applying a splint, don't commit to straighten the break. This may solely cause additional injury and additional pain. Instead, simply apply the splint to the break the way it is.

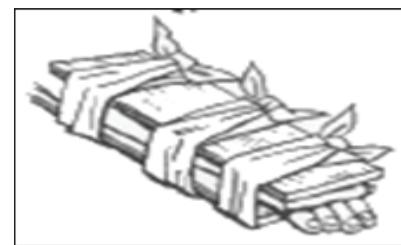


Fig 9.1.3: Splinting wrist

When using rigid material

Always use long enough items to reach the joints beyond the break.

For instance, once splinting a forearm, the fabric ought to be long enough to touch each the wrist joint and therefore the elbow. This helps keep the fabric in place and prevents an excessive amount of pressure from being applied to the wound.

- Always place cushioning between the rigid material and the body to stay the victim comfy. Tie knots between the rigid material and the body (in mid-air) once doable. This makes them easier to untie. If this can be impossible, tie knots over the rigid material
- To splint the forearm, surround the split with rigid material and snugly bandage it to the arm with wide cloth strips. A newspaper or magazine, curled into a "U" form, works alright

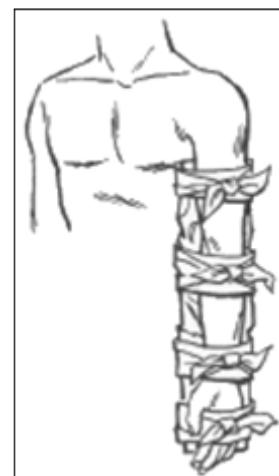


Fig 9.1.4: Splinting elbow

- Splint the wrist joint within the same approach. The whole forearm needs to be immobilized
- To splint the elbow, use enough rigid material to travel from the armpit to the hand.

The entire arm ought to be immobilized. Don't plan to straighten or bend the elbow; splint it in position

- To splint the upper leg, use long items of rigid material which will reach from the ankle joint to the armpit. On top of the hips, tie long straps round the torso to carry the top of the splint in place.
- To splint the lower leg, use rigid material long enough to travel from the knee to the foot. The foot ought to be immobilized and unable to turn. Make sure to use a lot of cushioning, particularly round the ankle.

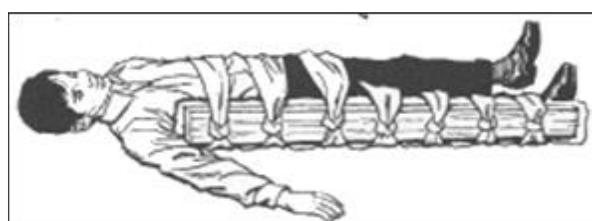


Fig 9.1.5: Splinting upper leg



Fig 9.1.6: Splinting lower leg

9.1.3CPR

Basic life support (BLS) is also a level of medical aid that is used for victims of life-threatening diseases or injuries until they'll be given full medical aid at a hospital.

First aid is as simple as first principle – airway, respiration and CPR (cardiopulmonary resuscitation). In any scenario, apply the DRSABCD Action plan.

DRSABCD stands for:

- **Danger:** Always check the danger to you, any bystanders and then the injured or sick person. Ensure you do not place yourself at risk once going to give assistance to of another person.
- **Responses:** Is the person conscious? Do they respond when you check with them, hold their hands or squeeze their shoulder?
- **Send for help:** Call ambulance
- **Airway:** Is the person's airway clear? Is that person breathing? If the person is responding, they're acutely aware and their airway is evident, assess how you'll be able to help them with any injury. If the person isn't responding and he is also unconscious, then you have to check their airway by opening their mouth and having a glance within. If their mouth is clear, tilt their head gently back (by lifting their chin) and check for respiration. If the mouth isn't clear, place the person on their side, open their mouth and clear the contents, then tilt the head back and check for respiration.
- **Breathing:** Check for respiratory by searching for chest movements (up and down). Listen by bringing your ear near to their mouth and nose. Check for respiratory by bringing your hand on the lower part of their chest. If the person is unconscious but breathing, flip them onto their side, delicately ensuring that you simply keep their head, neck and spine in alignment. Monitor their respiratory till you hand over to the ambulance officers.
- **CPR (cardiopulmonary resuscitation):** If an adult is unconscious and not breathing, ensure they're flat on their back and then place the heel of 1 hand within the centre of their chest and your alternative hand on top. Press down firmly and smoothly (compressing to at least one third of their chest depth) thirty times. Provide two breaths. To induce the breath in, tilt their head back gently by lifting their chin. Pinch their nostrils closed, place your open mouth firmly over their open mouth and blow firmly into their mouth. Keep going with the thirty compressions and 2 breaths at the speed of roughly five repeats in 2 minutes till you hand over to the ambulance officers or another trained person, or until the person you're resuscitating responds.
- **Defibrillator:** For unconscious adults who are not breathing, an automated external defibrillator (AED) is applied. An AED also called a machine that delivers an electric shock to cancel any irregular heart beat (arrhythmia), in an attempt to get the normal heart beating to re-establish



Fig 9.1.7: Basic life support chart

itself. Please ensure that a trained person is there to apply the AED. If the person responds to defibrillation, turn them onto their side and tilt their head to maintain their airway.

Airway

Once you have assessed the patient's level of consciousness, evaluate the patient's airway. Remember, if the patient is alert and talking, the airway is open. For a patient who is unresponsive, make sure that he or she is in a supine (face-up) position to effectively evaluate the airway. If the patient is face-down, you must roll the patient onto his or her back, taking care not to create or worsen an injury. If the patient is unresponsive and his or her airway is not open, you need to open the airway. Head-tilt/chin lift technique can be used to open the airway.

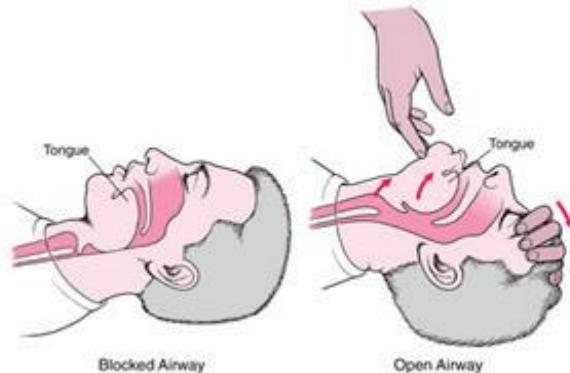


Fig 9.1.8: Blocked and open airway

Head-tilt/chin-lift technique

- To perform the head-tilt/chin lift technique on an adult:
- Press down on the forehead while pulling up on the bony part of the chin with 2 to 3 fingers of the opposite hand.
- Tilt the head past a neutral position to open the airway whereas avoiding hyperextension of the neck.

Cardiopulmonary resuscitation

Cardiopulmonary resuscitation circulates blood that contains oxygen to the very important organs of a patient in cardiac arrest once the heart and respiration have stopped. It includes chest compressions and ventilations also the use of an automatic external defibrillator.

Compressions: One part of CPR is chest compressions. To make sure optimal patient outcomes, high quality CPR should be performed. You'll guarantee high-quality CPR by providing high-quality chest compressions, ensuring that the:

- Patient is on a firm, flat surface to allow for adequate compression. In an exceedingly non-healthcare setting you might find it on the grounds, whereas in an exceedingly healthcare setting you may find it on a stretcher or bed.
- The chest is exposed to make sure correct hand placement and the ability to envision chest recoil.

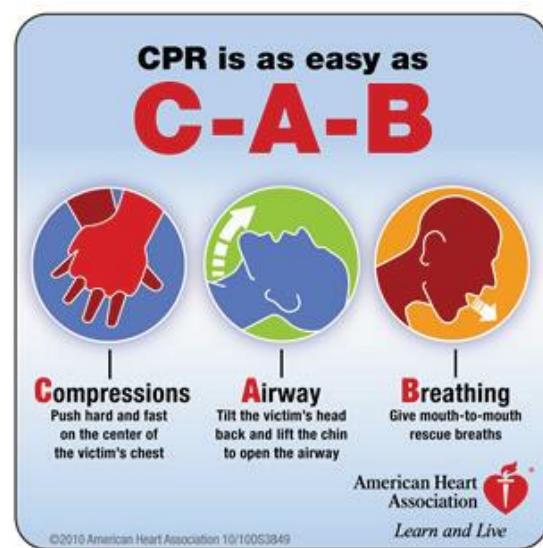


Fig 9.1.9: CPR chart

- Hands are properly positioned with the heel of 1 hand within the centre of the chest on the lower 1/2 sternum with the opposite hand on top. Most rescuers realize that interlacing their fingers makes it easier to supply compressions while keeping the fingers off the chest.
- Arms are as straight as attainable, with the shoulders directly over the hands to build up effective compressions. Lockup elbows can help maintain straight arms.
- Compressions are given at the proper rate of a minimum of a hundred per minute to a most of one hundred twenty per minute, and at the correct depth of a minimum of two inches for an adult to promote adequate circulation.
- The chest should be allowed to completely recoil between every compression to allow blood to flow back to the heart following the compression.
- For adult co-workers, CPR consists of thirty chest compressions followed by two ventilations.

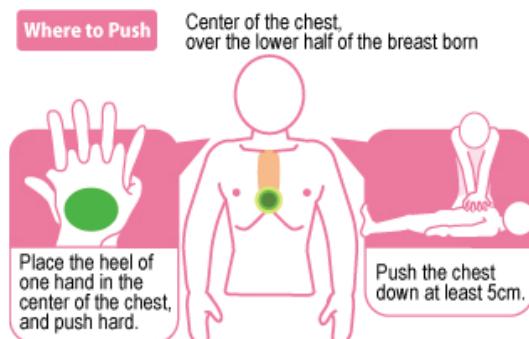


Fig 9.1.10: Doing CPR

Ventilations: Ventilations supply oxygen to a patient who is not breathing. One can give ventilation via several methods including:

Mouth-to-Mouth

- Open the airway past a neutral position with the help of the head-tilt/chin-lift technique.
- Pinch the nose shut and build a whole seal over the patient's mouth along with your mouth.
- Provide ventilations by blowing into the patient's mouth. Ventilations ought to be given one at a time. Take a break between breaths by breaking the seal slightly between ventilations and then taking a breath before re-sealing over the mouth.

Pocket mask

CPR respiration barriers, like pocket masks, produce a barrier between your mouth and also the patient's mouth and nose. This barrier will help to guard you from contact with patient's blood, vomits and saliva, and from breathing the air that the patient exhales.

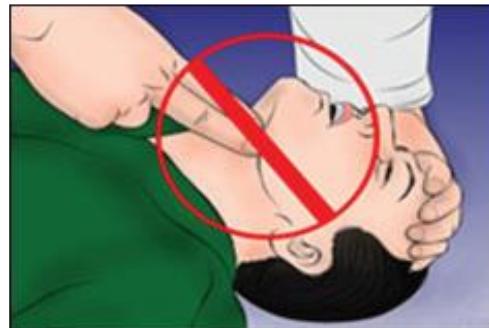
- Assemble the mask and valve.
- Open the airway past the neutral position with the help of the head-tilt/chin-lift technique from the patient's side when alone.
- Place the mask over the mouth and nose of the patient starting from the bridge of the nose, and then place the bottom of the mask below the mouth to the chin (the mask shouldn't extend past the chin).
- Seal the mask by putting the "webbing" between your index finger and thumb on the top of the mask above the valve whereas putting your remaining fingers on the side of the patient's face. along with your different hand (the hand nearest to the patient's chest), place your thumb on the bottom of the mask while putting your bent index finger beneath the patient's chin, lifting the face into the mask. Your bent index finger under the patient's chin, lifting the face into the mask.

9.1.4 Performing CPR for an Adult

Step 1: Check the scene for immediate danger: Check that you're not putting yourself in harm's manner by administering the CPR to somebody unconscious. Do whatever you think is necessary to move yourself and the other person to safety.

Step 2: Assess the victim's consciousness: Gently tap on his or her shoulder and ask them "if they are, ok?" in a loud and clear voice. If he or she gives a positive response, then the CPR is not required. Instead, undertake basic first aid and take measures to prevent or treat shock, and assess whether or not does the victim needs emergency services. If the victim does not respond, continue with the subsequent steps.

Step 3: Do not check for a pulse: Unless you're a trained medical professional, odds are you'll spare too much valuable time to look for a pulse when you should be doing compressions.



Step 4: Check for breathing: Check that the airway is not blocked. If the mouth is closed, press with your thumb and forefinger on both cheeks at the end of the teeth and then look inside. Remove any visible obstacle that is in your reach but never push your fingers inside too far. Place your ear near to the victim's nose and mouth and listen for slight breathing. If the victim is coughing or breathing normally then you don't have to perform CPR.



Step 5: Place the victim on his or her back: Make sure he or she is lying as flat as possible-this can stop injury while you're doing chest compressions. Tilt their head back by exploitation your palm against their forehead and a push against their chin.



Step 6: Place the heel of 1 hand on the victim's breastbone, a pair of finger-widths on top of the meeting space of the lower ribs, precisely within the middle of the chest.



Step 7: Place your second hand on top of the first hand, Palms down, interlock the fingers of the second hand between the first.

Step 8: Position your body directly over your hands, in order to straighten your arms and somewhat rigid. Don't flex the arms to push, however kind of lock your elbows, and use your upper body strength to push.

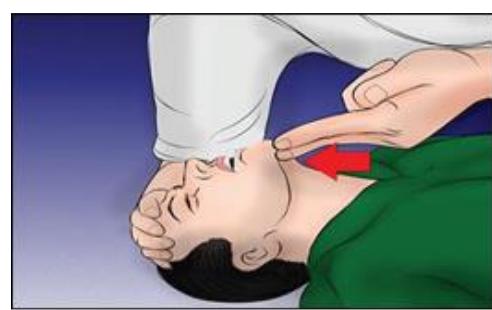
Step 9: Perform thirty chest compressions. Press down with each hand directly over the breastbone to perform a compression that helps the heartbeat. Chest compressions are a lot of crucial for correcting abnormal heart rhythms (ventricular fibrillation or pulse less ventricular tachycardia, heart rapidly quivering rather than beating). You ought to press down by about two inches (5 cm)

Step 10: Minimize pauses in chest compression that occur when dynamic suppliers or getting ready for a shock. Commit to limit interruptions to less than ten seconds.

Step 11: Make sure the airway is open. Place your hand on the victim's forehead and 2 fingers on their chin and tilt the head back to open the airway. If you find a neck injury, pull the jaw forward instead of lifting the chin. If jaw thrust fails to open the airway, do a careful head tilt and chin raise. If there are not any signs of life, place a respiratory barrier (if available) over the victim's mouth.

Step 12: Give 2 rescue breaths (optional). If you're trained in mouth-to-mouth resuscitation and totally assured, provide 2 rescue breaths once your thirty chest compressions are complete. If you've never done mouth-to-mouth resuscitation before, or you're trained however rusty, stick with solely chest compressions.

Step 13: Repeat the cycle of thirty chest compressions. If you're conjointly doing rescue breaths, keep doing a cycle of thirty chest compressions, and then a pair of rescue breaths; repeat the thirty compressions and a pair of a lot of breaths. You ought to do mouth-to-mouth resuscitation for two minutes (5 cycles of compressions to breaths) before spend time checking for signs of life.





9.1.5 CPR Using AED

Step 1: Use an AED (automated external defibrillator). If an AED is accessible within the premises, use it as soon as possible to jump-start the victim's heart. Ensure that there aren't any puddles or standing water in the premises.



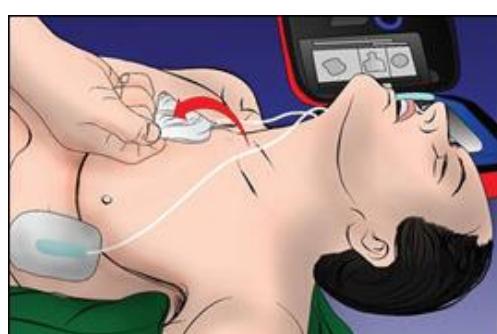
Step 2: Expose the victim's chest totally. Remove any metal necklaces or underwire bras. Check for any body piercings, or evidence that the victim includes a pacemaker or implantable cardioverter defibrillator (should be indicated by a medical bracelet) to avoid shocking too close to those spots. Confirm the chest is completely dry and the victim isn't in a puddle. Note that, if the person has a lot of chest hair, you ought to shave it, if possible. Some AED kits come with razors for this purpose.



Step 3: Attach the sticky pads with electrodes to the victim's chest. Follow the directions on the AED for placement. Move the pads at least one inch (2.5 cm) off from any metal piercings or implanted devices. Ensure that nobody is touching the person when you apply the shock.



Step 4: Press analyse on the AED machine. If a shock is required for the patient, the machine can notify you. If you do shock the victim, ensure nobody is touching him/her.



Step 5: Don't remove pads from the victim and resume CPR for another five cycles before using the AED again. Stick on adhesive electrode pads is meant to be left in place.

9.1.6 Chain of Survival

Chain of Survival could be a sequential process for providing treatment to victims of SCA outside of a hospital setting. Additional individuals will survive SCA if the subsequent steps occur in fast succession:

- Cardiac arrest is instantly identified, and the emergency response system is begun

- CPR is started with an emphasis on chest compression
- Rapid medical care could start
- Effective life support is started
- Integrated post-cardiac arrest care is given
- Quick execution every step is important because the possibilities of survival decrease 7 to 10 % with each passing minute.

9.1.7 Safety Signs at the Shop Floor

Health and safety signs

A sign informs and instructs about safety and health at work by means of a signboard, a colour, an illuminated sign or acoustic signal, a voice or hand signal. Some important signs which could be used at a shop are as below:



Prohibition sign



Electricity Danger



Exit sign



No Smoking



First Aid



Fire Extinguisher

Fig 9.1.10: Safety sign

Notes



Module Name	Unit Name	URL	Page No.	QR Code
Creative Workflow for social media	Social Media Branding	https://youtu.be/2kO_rfSMcxo	34	
	Blogger Outreach	https://youtu.be/GK049ajJWRQ	61	
	Social Media Metrics	https://youtu.be/1sMSeRCu_ZU	43	
Plan and organize work to meet expected outcomes	Planning and organizing social media	https://youtu.be/PKUn7wU5lc	74	
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Manage online tools	Online Marketing: Tools and Techniques	https://youtu.be/qQdXB8qSY-E	84	
	Organic and Paid Search Engine Marketing	https://youtu.be/CEpcMPyjX4s	89	
	Social Media Monitoring	https://youtu.be/o35Fs-lk9FA	94	
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Design the content for the social media	Social Media design strategy	https://youtu.be/pj5LRL3nwBg	<u>106</u>	
	Social Media Audit	https://youtu.be/el8yN4px9E	<u>120</u>	





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