

LEARNER'S GUIDE

HARNESSING SOCIAL MEDIA TO EXPAND YOUR BUSINESS



BEFORE WE BEGIN

Kindly fill out the pre-training questionnaire
by accessing the link below.

<https://bit.ly/2EoAKRK>

Go Digital ASEAN |  **The Asia Foundation**

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IMPORTANCE OF SOCIAL MEDIA FOR BUSINESS

KEY CONCEPTS



IMPORTANCE OF SOCIAL MEDIA TO BUSINESSES

Studies have determined that the Philippines ranks as the leader in terms of hour spent on social media per day clocking in about four hours per user per day in a January 2021 study conducted by We Are Social in partnership with Hootsuite. When you consider that as of January 2021 there were 89 million social media users in the country who were actively purchasing goods and services online and consuming social media ads as much as traditional television ads – this is a whole audience that micro-, small- and medium-enterprises can tap into. Businesses need to build and enhance their social media presence, as the potential for growth is present, and growing.



WHY BRANDING FOR BUSINESSES?

For businesses to successfully thrive in the social media environment, businesses need to reassess their concept of what branding is and how well they execute this concept. Branding is more multifaceted than a name or logo – it involves communicating a story for your targeted audience to take stock of and invest in. This is vital in the competitive online environment of social media. Influence of consumerism has largely shifted from the traditional tri-media (radio, television, print) to social media. As a result, brands are better able to target and expand their markets. This is why social media has also shifted from being a nice-to-have to a vital element that a brand needs to compete and succeed.



FREQUENTLY ASKED QUESTIONS

Is branding applicable to small businesses like mine?

Yes, for two reasons. One – no matter how small, branding brings about a certain level of quality improvement, which your customers will appreciate. And two – no matter how small your business, you will still have competition, and branding can help you stand out and perform better.

Is branding expensive?

It does not have to be. Later in the module, we will discuss free tools that you can use to brand your products more effectively. The most important cost will be the investment to take the time to learn how to maximize these tools.



THE BASICS OF SOCIAL MEDIA

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TOP 7 TIPS FOR POSTING ON SOCIAL MEDIA

- Create a business profile
- Optimize your page
- Utilize visual content
- Timing matters
- Keep it short and sweet
- Mix up your posts
- Study your numbers



LEARNING RESOURCES

[Facebook, Twitter, and Instagram](#)

INSTAGRAM FOR BUSINESS

[How to Switch to Creator Account on Instagram](#)

[How to Use Hashtags on Instagram Stories: Do's and Don'ts](#)

[How to Use Instagram Hashtags for Maximum Exposure](#)

[How to Use Instagram to Create Better Content](#)

FACEBOOK FOR BUSINESS

[Facebook Business Page Tutorial](#)

BASIC CANVA TUTORIALS

[How to use Canva for Beginners](#)

[How to add and edit text in Canva](#)

[How to Crop a Photo](#)

ACTIVITY 1

CANVA ACTIVITY

1. Click on the links below to access the materials:
[Activity Materials](#) [Canva Videos](#)



CONTENT PLANNING AND STRATEGY

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SOCIAL MEDIA CHECKLIST

This list of items refers to the essential elements that a social media account should have in place for it to be effective in helping a brand stand out and gain a greater following. It requires consistency with the brand that the social media page aims to promote and other elements from logos, tagines, hashtags, and the like to create effective branding.



USING A SCHEDULER (FACEBOOK CREATOR STUDIO)

A social media scheduler or scheduling tool is used to help manage the posting sequence and timing of created content on a social media page. As the name suggests, it primarily helps line up scheduled content for social media pages to automate its content release. This can help managers ensure content is released at the preferred time and frequency to maximize the optimal posting time or day for followers. Ultimately, using such a tool can help garner clout or a greater following because of properly managed post sequences.



INTERACTING WITH CLIENTELE (SOFT SKILLS FOR CUSTOMER SERVICE)

A customer-centric business orientation is a mission-critical element in running a successful business of any size. Most business owners and service providers would do well to be refreshed on the importance of customer service in their overall business plan and execution. This module aims to provide the learners an overview of the various customer service areas that will help them ensure an excellent customer experience.

It is important that each time you interact with a customer or client, you establish a connection and build a meaningful relationship. This can be done in person, or virtually during client inquiries, but be sure to stay consistent with your customer interactions. Once you set your standard, you'll have customers choosing you every time.



SAMPLE SOCIAL MEDIA CALENDAR TEMPLATE

WEEK 1	MON	TUES	WED	THURS	FRI	SAT	SUN
Content Type							
Source							
Image(s)							
Posting Time (US)							
Posting Time (PH)							
Text							
Notes							
WEEK 2	MON	TUES	WED	THURS	FRI	SAT	SUN
Content Type							
Source							
Image(s)							
Posting Time (US)							
Posting Time (PH)							
Text							
Notes							
WEEK 3	MON	TUES	WED	THURS	FRI	SAT	SUN
Content Type							
Source							
Image(s)							
Posting Time (US)							
Posting Time (PH)							
Text							
Notes							
WEEK 4	MON	TUES	WED	THURS	FRI	SAT	SUN
Content Type							
Source							
Image(s)							
Posting Time (US)							
Posting Time (PH)							
Text							
Notes							



ONLINE SAFETY AND PROTECTION

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DATA PRIVACY

Data privacy is the right of individuals to have control over how their personal information is collected and used. Many consider data privacy to be the most significant consumer protection issue today. Growing technological sophistication and the resulting types of data collected contribute to the need for a greater focus on data privacy.



SPOOFING

Cyber criminals impersonating an email, website, company, or person. Phishing attacks usual start through a spoofed email or communication to the victim.



PHISHING

Cyber criminal's or hacker's attempts to lure people into opening a link or attachment to launch harmful content on your device.



CYBER SAFETY

The principle of cyber safety in the context of fintech revolves around the proactive effort of users to ensure they keep their data and information safe. Although safety features are enhanced and frequently updated to keep digital tools, from emails to fintech apps, are kept safe from threats, an important principle of cyber safety is that users themselves take steps to ensure they do not leave sensitive data vulnerable. This includes ensuring passwords used are strong and up to date, not sharing personal information, such as birthdays, account numbers, or other personal information, and ensuring validation codes or PINs (including One Time PINs or OTPs) are not shared with anyone so as not to compromise the safety of users. Users must also be on guard against phishing attempts or attempts to steal such information through

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dubious or suspicious means. This may include the use of seemingly legitimate text messages, emails, calls, or other communications that mimic or impersonate legitimate institutions to collect sensitive information from users in order to commit cybercrimes.



REPORTING A CYBERCRIME

Though we all hope we would never have to do so, there are agencies where you can report cybercrimes if you feel that you are in danger or if you feel threatened. The threat can come in many forms. It may not be in terms of fintech, or scams, but a threat is still a threat. If necessary, you can file a report through the PNP Anti-Cybercrime Group's website, Facebook page, or mobile number to seek the assistance of the authorities. Make sure you have as much information on your case as possible. This includes dates, names, numbers, screenshots, emails, communications, photos, and any other piece of evidence or information that you feel will be helpful in filling your complaint.



FREQUENTLY ASKED QUESTIONS

Does my password have to be so complicated?

It shouldn't be too complicated that even you can't remember it. At the very least, your password shouldn't be easy to guess. It shouldn't be something obvious like your birthday, kids' names, or current cellphone number. You may use something like your pet's name mixed with your favorite city, together with a couple of digits, special characters and upper- and lower-case characters.

FREQUENTLY ASKED QUESTIONS

How do I know if my password is strong enough?

When you create an account and are prompted for a password, the website registration page would usually have a set of requirements to strengthen your password. Some sites even have a live meter showing how strong your password is as you type.

Can I not share verification codes or pins even with my most trusted contact or family?

The rule of thumb is that you shouldn't share your password, pins, or verification codes with anyone at all. If you feel that you may need to access your account through other methods, you're highly encouraged to use two-factor or two-step verification to secure your account.

Why is two-step or two-factor verification important?

Using an additional step or factor to authenticate your log in or account access provides websites and applications an extra layer of security to ensure that a log in attempt is genuine. Ordinarily, this is done by sending a verification code to the user's mobile number (usually without messaging charges to the user), but there are also other methods such as using an authenticator app.

What do I do if I fall for a phishing scam?

First, change your password and log in credentials **immediately** to lock the hacker out of your account. The next step would be to contact the website or app that was compromised. If this was a bank account, contact your bank. If it was your email, reach out to Google through its [help page](#). If the threat persists or worsens, you may want to consider reaching out to the proper authorities.

How do I report cybercrimes to the proper authorities?

You may reach out to the PNP Anti-Cybercrime Group (PNP ACG) through their website and other communication channels [here](#). If you need to file a complaint, you may access their e-complaint portal [here](#).

Does the PNP ACG only accommodate hackers or fintech crimes?

No, they respond to other forms of cybercrimes as well. If the crime is conducted on the internet, this is under their jurisdiction. This may include crimes such as harassment, sextortion, cyber libel, or other online threats.

BEFORE WE CONCLUDE

Kindly fill out the post-training questionnaire
by accessing the link below.

<http://bit.ly/GoDigiPost>

LET'S STAY CONNECTED!

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🌐 www.godigitalasean.ph

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Don't forget to use **#GoDigitalASEAN** when posting!

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With support from

 **Google.org**

The Go Digital ASEAN initiative focuses on closing the digital gap across ASEAN, in support of the vision set out by the ASEAN Coordinating Committee on MSMEs. Implemented by The Asia Foundation, with support from Google.org, Google's philanthropic arm, the initiative will train 200,000 people from rural regions and underserved communities – including entrepreneurs, underemployed youth, and women. Working with local partners in Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam, the \$3.3 million grant will broaden participation in the digital economy to include groups that have the most to gain from 21st century skills, such as digital literacy and online safety awareness.

Learn more about Go Digital ASEAN [here](#).