

Facilitators Notes Social Media Content Beta


Producer:	<ul style="list-style-type: none"> Collaborate with the Facilitator to decide if participants should be put into the same groups for all the activities. Limit size of groups to no more than 3 per Mock Client. If training group is larger than 14, groups can be made up of 4 participants.
	<ul style="list-style-type: none"> Note that depending on the audience, the facilitator may be presenting the content for more than one phase during this session. Confer with the facilitator to ensure you know which phases will be covered.
	<ul style="list-style-type: none"> Be prepared to email the learners with the Mock Client Info sheet. All attendees would have received one when they signed up for the course, but some may have forgotten or lost theirs. Ensure you have a list of what people are assigned which mock client. There will be several breakout sessions and whiteboards. The whiteboard activities can be set up during slides 2-4 when there is no activity planned for the producer. Prepare the breakout sessions in advance of the activities.

Facilitator:	<ul style="list-style-type: none"> This guide was developed for the purposes of delivering this course via Zoom but it can also be used in any other online training tool with the following considerations: <ul style="list-style-type: none"> Breakout room available Chat functions Ability to selectively unmute participants
	<ul style="list-style-type: none"> Facilitator should be knowledgeable about marketing and the creation of a marketing audience.
	<ul style="list-style-type: none"> Open the PowerPoint file associated with this guide
	<ul style="list-style-type: none"> Share the PowerPoint application via Zoom
	<ul style="list-style-type: none"> Review all the Mock Client Info Sheets to gain an understanding of what type of content participants should come up with.
	<ul style="list-style-type: none"> Be prepared to come up with examples based on the Mock Client provided.
	<ul style="list-style-type: none"> Aim towards generating a response from the learner(s) at least once every five minutes; this will keep learners engaged and will encourage them to follow along closely.

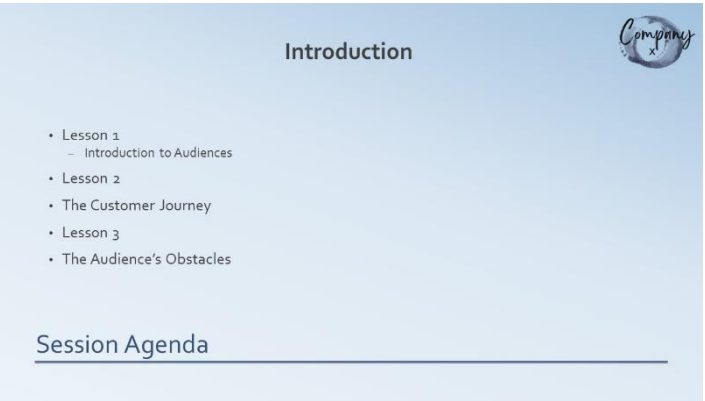


Session 1

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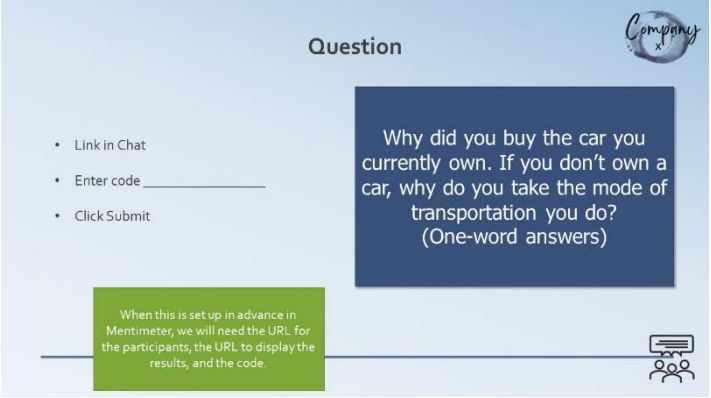
Slides	Approximate Timing	Summary
1-2	2 min	Introduction
3-13	21 min	Lesson 1 Audience
14-21	14 min	Lesson 2 Customer Journey
22-26	19 min	Lesson 3 Obstacles
27-28	1 min	Conclusion
Total:	55 -59 minutes	

Slide#) Duration	Slide	Facilitator Notes	Producer Notes
1) Less than 1 min.		DO: <ul style="list-style-type: none"> – Welcome learners – Introduce yourself 	DO: <ul style="list-style-type: none"> – Check for facilitator readiness – Greet early learners as needed, letting them know the session will begin shortly – Remind learners to have their printed materials ready (including the Mock Client Info Sheet and handouts) – Please remind everyone that they should remain muted unless called upon – Also, to use the raise hand icon if they have questions

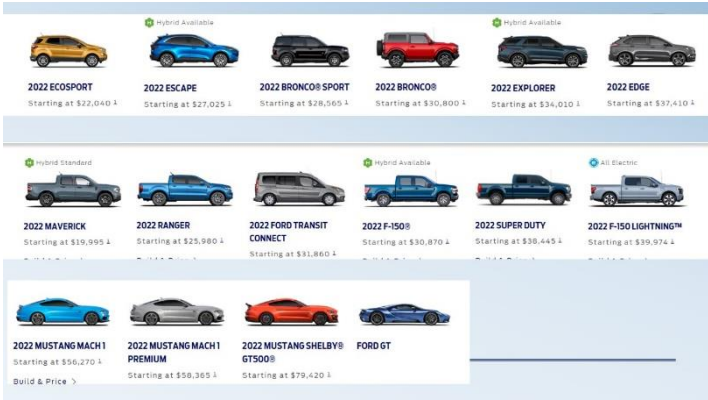
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2) 1 min	 <p>Introduction</p> <ul style="list-style-type: none"> • Lesson 1 <ul style="list-style-type: none"> – Introduction to Audiences • Lesson 2 <ul style="list-style-type: none"> – The Customer Journey • Lesson 3 <ul style="list-style-type: none"> – The Audience's Obstacles <p>Session Agenda</p>	<p>Say:</p> <p>-Hello and welcome to the social media marketing content creation course! This training will run approximately 55 minutes. Please shut off phones and remove distractions. This will be an interactive training and we expect 100% participation.</p>	
3) 1 min	 <p>Home Fixer Inc, Raleigh NC</p> <ul style="list-style-type: none"> o Performs handyman services such as: <ul style="list-style-type: none"> – Hanging pictures, assembling furniture, fixing holes in walls, some electrical work o Facebook and referrals are the biggest source of business. o Can't work in plumbing or roofs o Is booked out at least two weeks in advance o Women of all ages and mostly homeowners. o Popular in the trendier neighborhoods. <p>Fictional Company</p>	<p>Say:</p> <p>Throughout the course, we'll be providing examples. For example purposes, this the Mock client info sheet that I will be using. Take a moment to read it (pause)</p> <p>DO:</p> <p>Pause at the end of the last sentence to give learners a chance to read the slide.</p>	
4) Less than 1 min	 <p>Audiences</p>	<p>DO:</p> <p>Introduce the new topic.</p>	<p>Producer:</p> <p><i>While Moderator is introducing the activity, navigate to the Mentimeter website and login. Click on the preset Word Cloud activity for Social Media Content Creation and go into Presentation mode. Capture the link.</i></p>

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5)			
6) 4 mins (1 min set up, 1 min activity, 2 min debrief		<p>SAY:</p> <ul style="list-style-type: none"> Follow the link provided in chat to answer the question shown on the screen – Why did you buy the car you currently own. If you don't own a car, why do you take the mode of transportation you do? We are looking for one-word answers. Once you click the link, you will be asked for a code. Enter _____. Once everyone responds to the question, a word cloud will be created with the answers. Make sure you hit submit at the bottom after entering your answer. Once you submit, return back here so we can discuss. <p>You will have 1 minute, starting now.</p> <p>DO:</p> <ul style="list-style-type: none"> Click the Mentimeter link to open the Word Cloud so they can see the answers update in real time. Debrief the outcome and highlight key words, trends, and outcomes of the activity (As answers are coming through the word cloud). <p>SAY:</p>	<p>Producer:</p> <ul style="list-style-type: none"> -Post the link in chat to the "Social Media Content Creation?" Mentimeter page. -Switch the screen from the PowerPoint presentation to the Mentimeter page so that participants can see it in real time. -Keep track of time using the timing instructions provided. -Allow 30 seconds to a minute for attendees to place their thoughts into the word cloud by setting the timer. -Grab a screen shot of the Mentimeter page so the ideas that are shared can be sent out after the conference.

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		<p>As you can see, there are many reasons why someone bought their car or decided on mode of transport. People who bought for (state one reason) are different than those who purchased for (state a different reason). Let's look closer at marketing messages.</p>	
7) 1 min	 <p>The screenshot displays Ford's 2022 vehicle lineup. It is organized into three rows. The first row features six SUVs: 2022 ECOSPORT (Starting at \$22,040), 2022 ESCAPE (Starting at \$27,025), 2022 BRONCO® SPORT (Starting at \$28,565), 2022 BRONCO® (Starting at \$30,800), 2022 EXPLORER (Starting at \$34,010), and 2022 EDGE (Starting at \$37,410). The second row shows a mix of vehicles: 2022 MAVERICK (Starting at \$19,995), 2022 RANGER (Starting at \$25,980), 2022 FORD TRANSIT CONNECT (Starting at \$31,860), 2022 F-150® (Starting at \$30,870), 2022 SUPER DUTY (Starting at \$30,445), and 2022 F-150 LIGHTNING™ (Starting at \$39,974). The third row highlights sports cars: 2022 MUSTANG MACH1 (Starting at \$56,270), 2022 MUSTANG MACH1 PREMIUM (Starting at \$58,365), 2022 MUSTANG SHELBY® GT500® (Starting at \$79,420), and FORD GT. A 'Build & Price' link is visible at the bottom left of the third row.</p>	<p>Say:</p> <p>Think of a car brand, any brand. They generally have different types of vehicles. (click) SUVs and mini-vans, (click) trucks, (clicks) sports cars. Even within those categories, you have additional options such as hybrids and electric vehicles. We are using Ford for this example, but it really doesn't matter what brand we use. Who are they trying to appeal to with sports cars? Is it moms with multiple kids? Is it blue collared workers? What would happen to their sales if they marketed Mini-vans to single, twenty-year-olds who don't have kids? Knowing who your audience is means tailoring marketing messages that resonate with them.</p>	

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8) 4 min
(1 min set
up,
3 min
activity,
2 minutes
review)



Say:

(Click) So, who is the audience? Best guess, describe the person you think would be interested in this vehicle. See how specific you can get. Put your response in the chat.

Do:

Click to reveal first picture (Tesla). Allow 1-2 minutes for audience to respond.

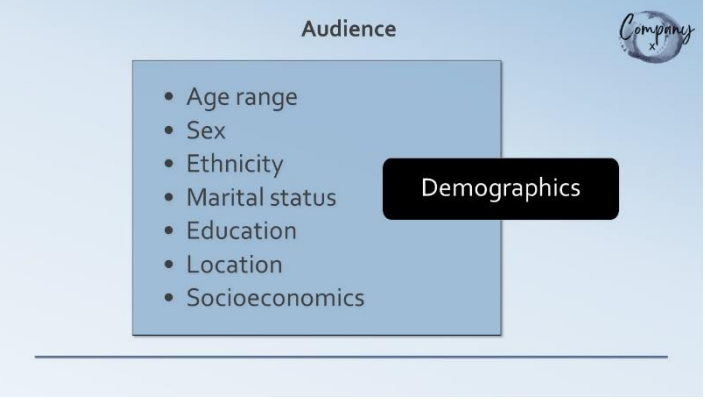
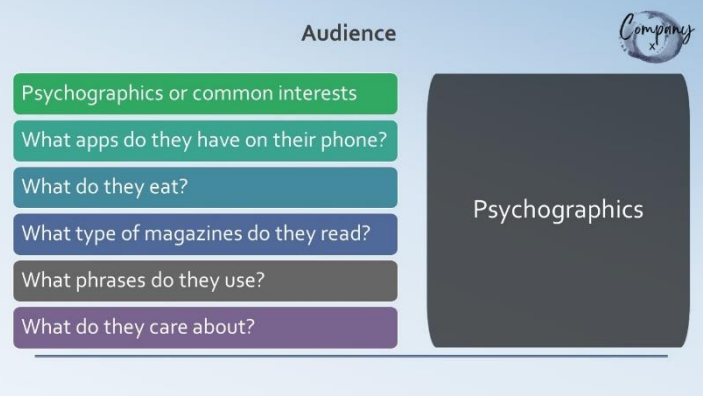
Say: (Click) What about this truck? Do you think the audience that is interested in the first vehicle would also be interested in this one? Describe the person who would be interested in this truck.

Do: Click second picture and allow 1-2 minutes to respond. If audience is not responding, prompt them to recall commercials for vehicles like these.


Producer:

-Review chat and read some of the comments. At least one comment per vehicle type. Focus on demographic or psychographic comments



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9) 1 min		<p>Say: In your descriptions, many of you mentioned demographics. Demographics include a number of factors. All, some, or just one are important to know about your client's audience. Companies look to demographics to craft more effective marketing and advertising campaigns and to understand patterns among different audiences. Those listed here are just a few demographic types</p>	- Monitor the chat
10) 1 min		<p>Say: Think of a vegan. Demographically speaking they can be any age range, economic group, ethnicity, education level. So how can you create a marketing message tailored to them? Look to psychographics. Psychographics is categorizing people according to their attitudes, aspirations, and other psychological criteria. We have listed just a few categories to consider.</p>	

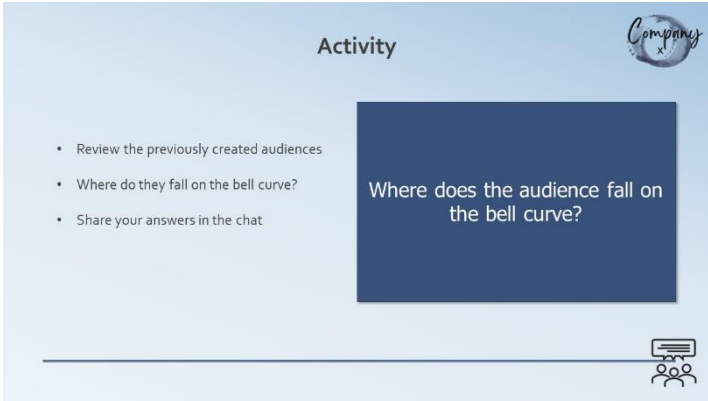
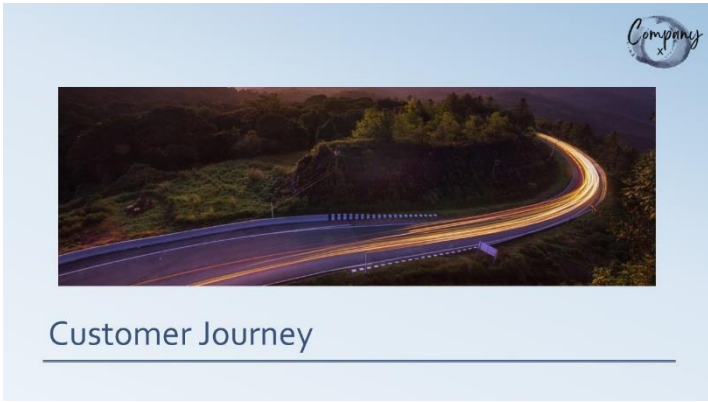
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<p>11) 5 min 1 min setup, 3 min activity 2 min debrief</p>	 <p>Activity</p> <ul style="list-style-type: none"> • Review Mock Client Info Sheet • Define the at least one audience, but preferably two • Audience can be product or service specific <p>Demographic Psychographic</p>	<p>Say:</p> <p>Time for you to create demographics and psychographic of your client’s audience. Refer to your Mock client info sheet. There you will find information about the business, their products and services, and some anecdotal stories. Based on the information provided, create at least one, but preferably two different audiences with demographic and psychographic characteristics. You will need to use your imagination to fill in the gaps. Use your workbook to record your audience. You will need this later. You have 3 minutes</p> <p>Do:</p> <p>Provide an example if asked. Refer to the Facilitators Mock Client sheet. Take no more than 1 minutes to read the client sheet and provide one demo graphic and one psychographic characteristic. Demographic would be – 20-30 year old female homeowner (demographic) who is into fashion, makeup, and trends (psychographic). This person would likely not have tools or the know-how to do home improvements.</p> <p>Say: Who would like to share? Please put your audience information in the chat.</p>	<p>.</p> <p>-Be ready to email the Mock client information sheet to those who claim not to have one. Keep account of which mock client was sent to which person. Later in the program, you will need to group people based on their mock clients.</p> <p>-Keep time and give a one-minute warning.</p> <p>-Read one or two of the best (information has both demographic and psychographic information) comments</p>
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12) 1 min		<p>Say:</p> <p>A bell curve is a graph depicting the normal distribution of data. In this example we are using it to describe audiences. (Click) There is a segment of a population that will never buy or use the product or service being offered. Marketing will not persuade them otherwise. (Click) There are people who will or may buy or use the product or service. Great marketing will convert them. (Click) Then there is the Always audience. They need very little persuasion to buy or use and marketing helps them continue to be loyal customers. Let show you an example.</p>	
13) 1 min		<p>Say:</p> <p>We are going to use the handyman client audience. In this example, (click) people who are comfortable with tools, are handymen, or do it yourselfers, will likely not use the services of a handyman. (Click) The audience in may will/may group are young parents who don't have the time or the know how to do repairs. (Click) I also added adults with elderly parents. The adults don't have the skill or the time to do repairs for their parents, but they have money to pay someone to do the work. And finally, (click) in the Always category is someone who has the money to pay and</p>	




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		has neither the time, interest or talents to do home repairs.	
14) 4 min (1 min setup 2 min activity 1 min debrief		<p>Say: Time to review the audiences you've just created. Where do they fall in the bell curve? Did you create an audience in the Never ever, Will/may or Always category? Share your answers in the chat</p> <p>Do: Look for any comments about audiences that fall in the never ever group. Encourage learners to rethink the audience and create another audience that falls in the will/may or always category.</p>	<p>Producer:</p> <ul style="list-style-type: none"> - Monitor the chat and read out comments from learners. - Look for anyone who has an audience in the never ever category.
15) Less than 1 min		<p>DO: Introduce the new topic.</p>	

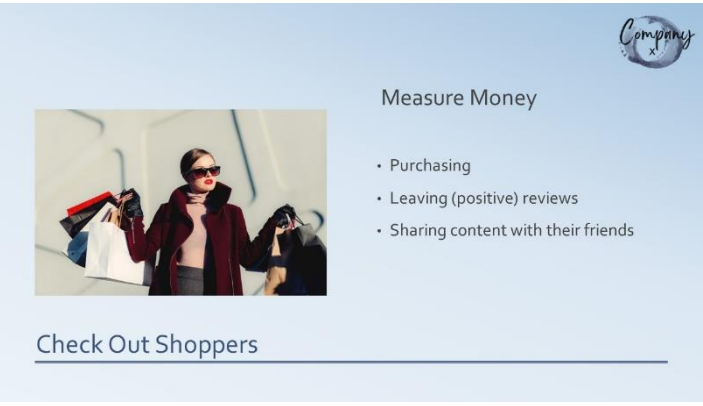
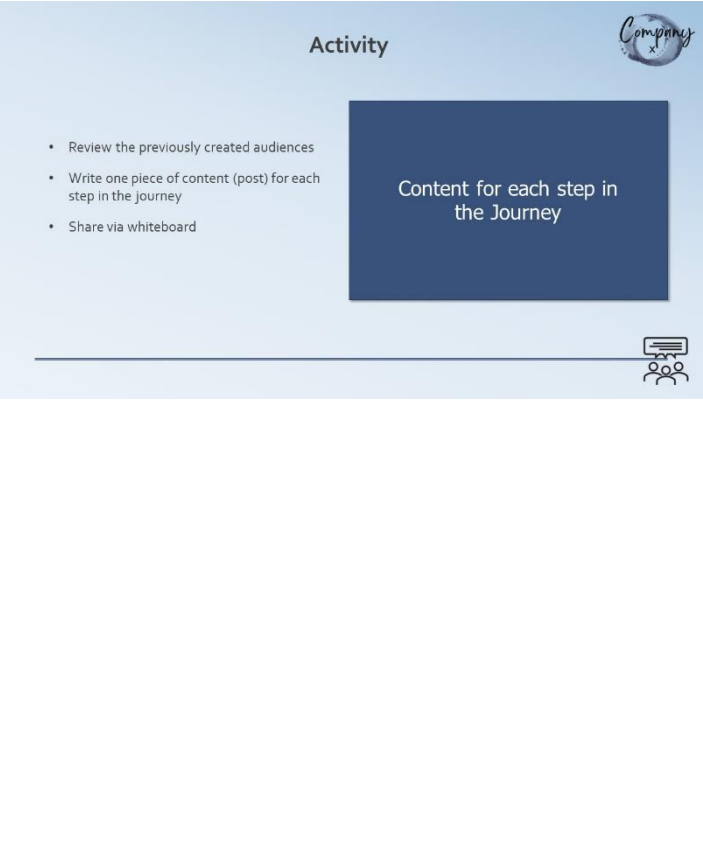
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<p>16) 1 min</p>		<p>Say:</p> <p>All customers follow a journey with a business. First, they are unaware of the business. Marketing brings awareness. We call those (click) the window shoppers. They are going about their day when your marketing message interrupts them and catches their attention. The goal is to turn window shoppers into (click) in store shoppers. In store shoppers are eager to see if your product or service is right for them. Finally, there are (click) CheckOut shoppers. They have already purchased and may turn back into in store shoppers.</p>	
<p>17) 1 min</p>	 <p>Interruption Marketing</p> <ul style="list-style-type: none"> • Assume they are unaware of your product, service or business • Catch their attention • Get them curious or wanting more <p>Window Shoppers</p>	<p>Say:</p> <p>Window shoppers are audience members that are unaware of your product, service, or business. They don't buy because they are oblivious. Marketing to them means interrupting their attention when they are scrolling the social networks.</p>	


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18) 1 min	 <p>Measure Attention</p> <ul style="list-style-type: none"> • Applause rate <ul style="list-style-type: none"> – Like – React – Follow <p><u>Window Shoppers</u></p>	<p>Say:</p> <p>How do you know if you have caught their attention? Applause rates is the common term, it means that people are liking, reacting, retweeting, sharing, or commenting on content. While an applause rate doesn't necessarily translate directly into sales for a client, it builds awareness, which is the first step in marketing.</p>	
19) 1 min	 <p>Browsing and Buying</p> <ul style="list-style-type: none"> • Aware of your product, service or business • Interested in learning more • May purchase <p><u>In Store Shoppers</u></p>	<p>Say:</p> <p>In store shoppers are aware of the product, service or business and are interested in learning more and potentially buying. They are 'checking out' the good, deciding if they trust the business or if the product or service is the right fit. They may also do comparisons shopping and read reviews.</p>	
20) 1 min	 <p>Measure Interaction</p> <ul style="list-style-type: none"> • Spend time on the website or store • Subscribe or sign up • Comment, share, retweet or follow • Clicks on links <p><u>In Store Shoppers</u></p>	<p>Say:</p> <p>Measuring interaction with In store shoppers is focused on subscriptions to newsletters, clicking on links, visits to website, consumption of materials such as videos or blogs.</p>	<p>Producer:</p> <p>-Begin to create the breakout session. Refer to the list of which learners were assigned which Mock Clients.</p>


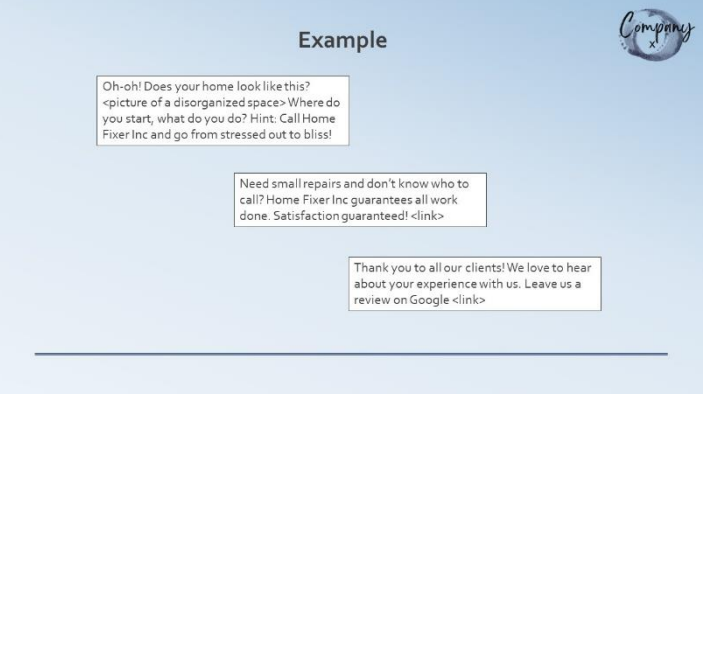
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<p>21) 1 min</p>	 <p>Measure Money</p> <ul style="list-style-type: none"> • Purchasing • Leaving (positive) reviews • Sharing content with their friends <p>Check Out Shoppers</p>	<p>Say:</p> <p>Check out shoppers are slightly different as they have purchased from the business and the content is to reaffirm they made a good choice as well as urging them to buy again and share their experience with others.</p>	
<p>22) 10 min (1 min setup 7 min activity 2 min debrief</p>	 <p>Activity</p> <ul style="list-style-type: none"> • Review the previously created audiences • Write one piece of content (post) for each step in the journey • Share via whiteboard <p>Content for each step in the Journey</p>	<p>Say:</p> <p>This is going to be a group project. You'll be assigned to a group with the same Mock Client and will see a Join Breakout session dialog in a few minutes. Identify a leader. This person will be in charge of taking notes and typing the post onto the whiteboard. Each team will pick an audience and then write one piece of content, a post, for the category of Window Shopper, In Store Shopper, and Check out Shopper. Your content can be in the style for Facebook, Twitter, or Instagram.</p> <p>Do: Allow learners to guess. If anyone is confused, ask the group that wrote it to identify and what made that post particular to that category.</p> <p>Say:</p>	<p>Producer:</p> <ul style="list-style-type: none"> -Create breakout sessions and assign each person based on the Mock Client they have been given. -Create the appropriate groups, limiting the number of people to no more than 3. Make as many groups as necessary. -On the whiteboard, create three columns and title each by the business type found on the three Mock Client Info Sheets. -Monitor the whiteboard. There should be three posts per group per Mock Client. -Set a timer for 8 minutes and give everyone a one-minute warning when nearing the end.

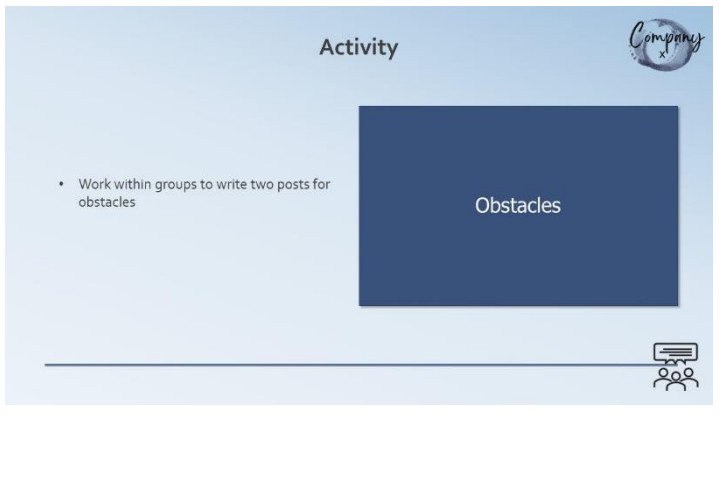
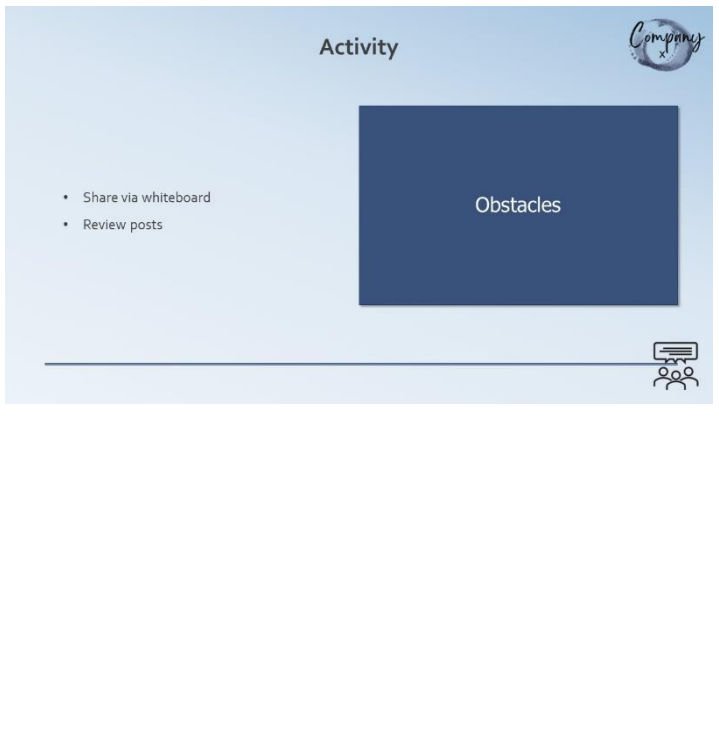
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		<p>Everyone review all the posts. Who can identify the window shoppers? In Store Shoppers? Checkout shoppers? Is there any post where you can't identify who they are targeting?</p> <p>Do: Review the posts as they are written. Make note to see if the windows shopper/instore shopper/checkout shopper posts are clearly identifiable. At the end of the one-minute warning, show the whiteboard.</p>	<p>- At the end of the time, everyone should be brought back to the main group (zoom should do this automatically).</p>
23) Less than 1 min	 <p>Obstacles</p>	<p>DO: Introduce the new topic.</p>	

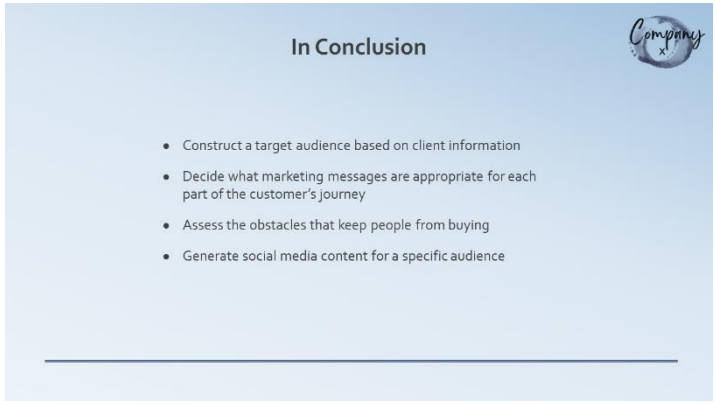

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24) 1 min	<p>Obstacles</p>  <ul style="list-style-type: none"> Reasons why people won't buy 	<p>Say:</p> <p>What are obstacles? They are the reasons why someone won't buy the product or service. It can be they find no value in it, the cost, the fear of the unknown, and not knowing why they should buy. Depending on where someone is in the customer journey, their obstacles may be different.</p>	
25) 1 min	<p>Example</p> 	<p>Say:</p> <p>For our example, we'll use the Home Fixer Inc service. For the Window Shopper (click), we need to catch their attention. Surprising videos or photos or quotes will do that.</p> <p>For the In Store Shopper (click), the obstacle is they don't know if the work is guaranteed. (Click) Finally, for the Check Out Shopper, the obstacle is that they don't know how to leave a review.</p> <p>Do: Pause after each sentence to allow people time to read the posts.</p>	<p>Producer:</p> <p>-Begin to get the breakout rooms ready. If by prior agreement with the facilitator, assign the same people to the same groups.</p>

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<p>26) 9 min 1 min set up 8 min activity</p>		<p>Say:</p> <p>Now it is your turn. We are going to put you into groups based on your Mock Client sheets. These may be different members in your group than the last time. Pick someone to take notes. Write two posts that address the obstacles for your audience.</p>	<p>Producer:</p> <p>-Create breakout sessions and assign each person based on the Mock Client they have been given. Have no more than 3 people in a group. Create as many breakout sessions as necessary.</p>
<p>27) 10 min 1 min set up 6 min activity 3 min debrief</p>		<p>Say:</p> <p>Who in each wrote down the obstacles? Please go to the whiteboard and write your posts next to a number.</p> <p>Do:</p> <p>Say the names of the point person in each group so that producer can invite them to the whiteboard. Wait until all posts are written.</p> <p>Do:</p> <p>Wait until at least 6 posts have been written before speaking. Read at least five and look for two not specific examples and two very good examples. Point out one to two good posts (time permitting) and allow the learners to comment.</p> <p>Say:</p>	<p>Producer:</p> <p>-Open the white board type in numbers. Make sure there enough numbers to equal 3 times the number of groups created. Invite the point people, as said by facilitator to use the whiteboard.</p> <p>-Monitor the posts.</p>

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		<p>Let's look at some of the examples. Can you tell what audience this post is for/ Post in the chat.</p> <p>Do: Read the chat and monitor the comments. After at least two posts have been reviewed, or if there is no more time wrap up.</p>	
28) 1 min		<p>Say: Congratulations! You now have the skills to construct a target audience client information, can decide what marketing messages are appropriate for each part of the customer's journey, assess the obstacles that keep people from buying, and generate social media content for specific audience.</p>	<p>Producer: -Monitor the chat</p>
29) 1 min		<p>Say: Good luck with the rest of your training! Should you need additional help or training regarding anything covered in this course, please reach out directly to your success advisor.</p> <p>Do: Close session.</p>	

