

Participant Handbook

Sector
MEDIA AND ENTERTAINMENT

Sub-Sector
Film, Television

Occupation
Digital media/Marketing/Ad Sales

Reference ID: MES/Q0708, Version 1.0
NSQF Level 4



Social Media Influencer



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Shri Narendra Modi

Prime Minister of India

“

Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission.

”



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

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for

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Complying to National Occupational Standards of

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(Media & Entertainment Skill Council)

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The preparation of this manual would not have been possible without the Media and Entertainment Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the industry.

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

About this Book

This book is designed for up grading the knowledge and basic skills to take up the job of Social Media Influencer' in 'Media and Entertainment' sector. All the activities carried out by a social media influencer are covered in this course. Upon successful completion of this course, the candidate will be eligible to work as Social Media Influencer.

This Participant Handbook is designed to enable training for the specific Qualification Pack (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.

- Analyse the job requirements and prepare content/blogs for social media
- Develop and implement innovative social media strategies
- Manage online tools
- Develop and executing influencer campaigns
- Maintain health, safety and security at workplace

Symbols Used



Key Learning
Outcomes



Steps



Time



Tips



Notes



Unit
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Exercise

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1. Introduction

Unit 1.1 - Introduction to the Media and Entertainment

Unit 1.2 –Duties and Responsibilities of Social Media
Influencer



Key Learning Outcomes



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

1. Explain the key features of the Media and Entertainment sector
2. Discuss various processes and products of Media & Entertainment sector
3. Learn about the role of Social Media Influencer in industry.
4. Identify the minimum requirement to become a Social Media Influencer.
5. Describe the work area of Social Media Influencer.
6. Identify the opportunities available for Social Media Influencer.

Unit 1.1: Introduction to Media & Entertainment

Unit Objectives



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

1. Describe the media and entertainment industry in India
2. Describe the growth expected in the media & 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 is one of the biggest in the world. It is placed as 14th largest in the world. This sector is 1.7% of Indian GDP and expected to be 2.2% of GDP with INR 4.5 lakh crores in 2022. The sector generates 7-8 lakh jobs for the workforce of our country and we are expecting it to be 1.8 to 2.0 million till the end of 2022.

From 2014 to 2018 Media and Entertainment sector has grown by approximately 11 percent CAGR which makes Media and Entertainment sector INR 1.43 trillion industry. It is estimated that Indian Media and Entertainment market will flourish to CAGR of 13.1% in FY 18-23 reaching at INR 2.66 trillion. The industrial performance of M&E sector is given in next figure.

Overall industry size (INR billion)	FY14	FY15	FY16	FY17	FY18	Growth in FY18 over FY17
TV	433.7	489.9	551.7	595.3	651.9	9.5%
Print	248.2	268.4	288.4	308.4	318.9	3.4%
Films	126.4	126.9	137.1	145.0	158.9	9.6%
Digital advertising	32.5	47.0	64.9	86.2	116.3	35.0%
Animation and VFX	41.0	46.5	53.2	62.3	73.9	18.6%
Gaming	20.3	24.3	27.6	32.4	43.8	35.1%
OOH	19.9	22.3	25.5	28.6	32.0	11.9%
Radio	17.2	19.8	22.7	24.0	25.9	7.9%
Music	8.5	10.2	11.2	12.6	14.4	14.7%
Total	947.6	1,066.1	1,182.3	1,294.7	1,436.0	10.9%

Source: KPMG in India analysis, 2018 based on primary and secondary research

Figure 1.1.1 Revenue of M&E Industry

In 2018, digital advertising business grew 35% as compared to 2017. 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	2,660.2	13.1%

Figure 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 has about 4.60 lakhs people employed, and is projected to grow at the rate of 13 % to reach 7.5 lakhs by 2017.
- 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

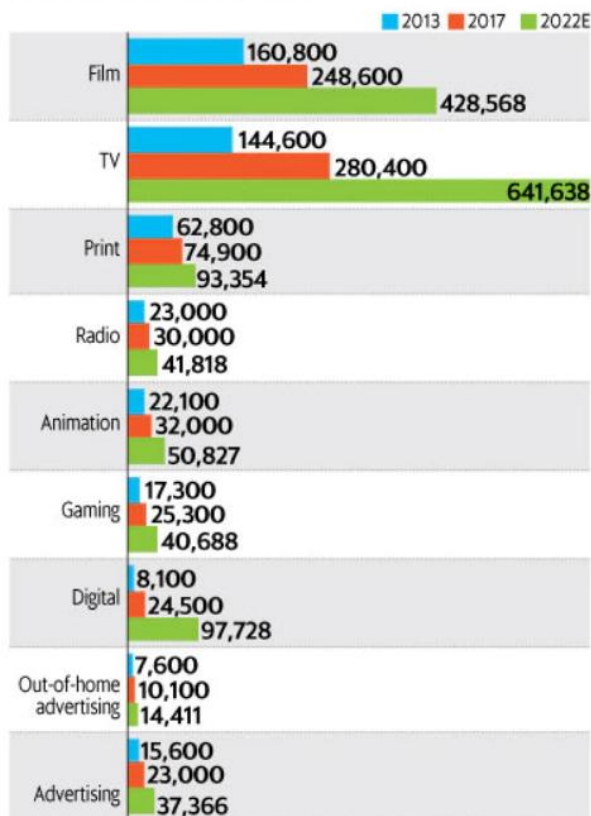


Figure 1.1.3 Employments in Different Sectors of Media and Entertainment

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 was allowed to 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.

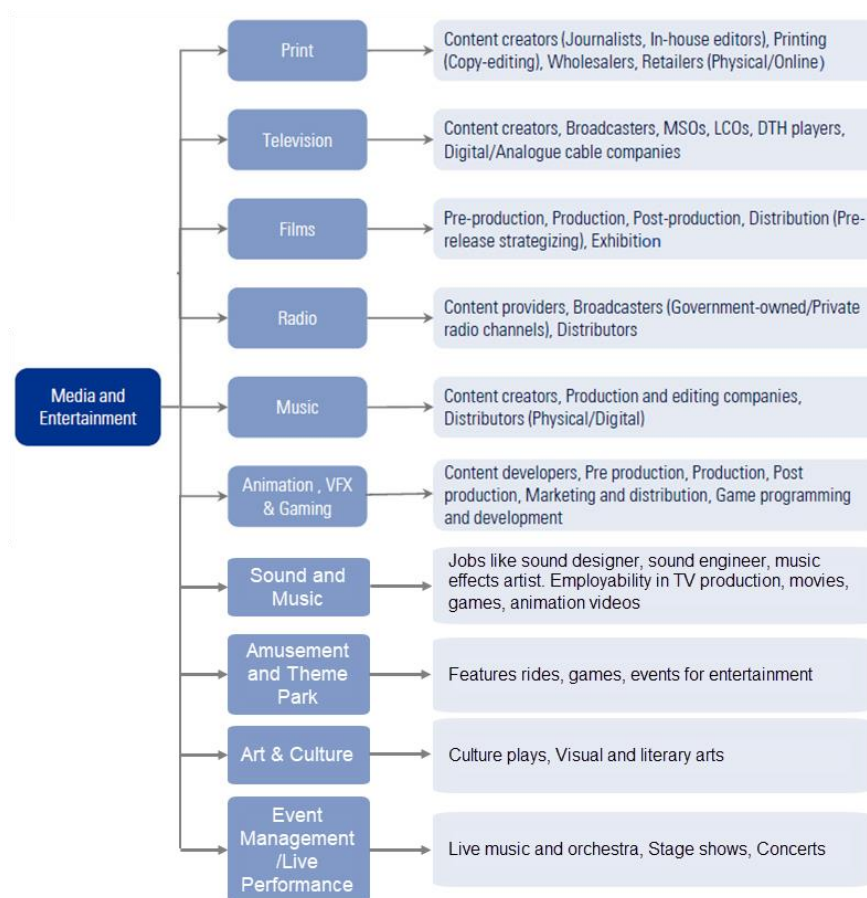


Figure 1.1.4 Media and Entertainment Sector

- 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

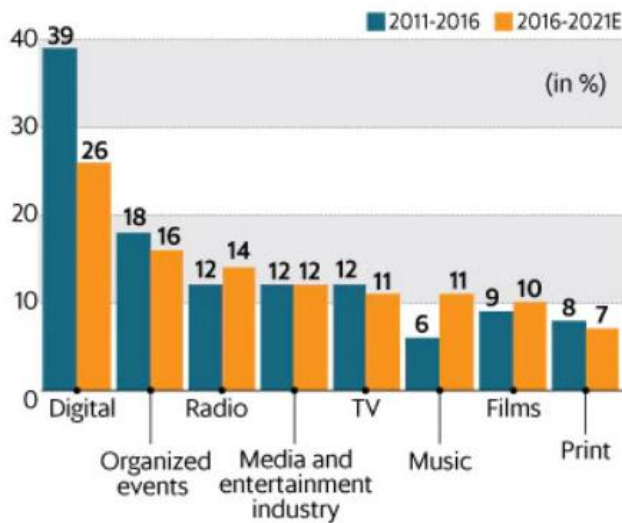


Figure 1.1.5 Media and Entertainment Sector Growth Rates expected in 2016-2021

1.1.5 General Key Terms 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 compositing.

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 a particular animation sequence are called key frames.

Modeling: Creation of three-dimensional models for animation using a specialized software is called modelling.

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 are 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 colouring 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 Influencer

Unit Objectives



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

1. Learn about the role of Social Media Influencer in industry.
2. Identify the minimum requirement to become a certified Social Media Influencer.
3. Describe the work area of Social Media Influencer.
4. Identify the opportunities available for Social Media Influencer.

1.2.1 Introduction to Social Media Influencer Job Role

A Social Media Influencer will be responsible for developing and executing influencer campaigns to reach the desired target audience and also be responsible for creating content with the help of social media management tools. Develop and execute influencer marketing strategies and creative campaigns. Identify and build relationships with prominent influencers and thought leaders. Attend relevant events for networking and business purposes. The person on this job profile needs to have thorough knowledge of the social media ad campaign, online media tools and its functioning. Must have knowledge of performance analysis through various tools. He/ She needs to know and understand how to appraise the quality of own work to ensure it is in line with the expected quality standards and provide constructive criticism without hurting someone or killing an idea.



Figure 1.2.1 Various social media options

The job holder needs to possess skills by way of specifying a concept, detailing it, using correct grammar, spelling, punctuation, spelling and phonetics, reading and understanding the concept briefs and other information, research the profile, characteristics and key elements of the concept and the target audience and discussing the goals and creative vision of the concept with the seniors

as required. The jobholder needs to understand, acknowledge and maintain an updated content calendar. Schedule social media posts ahead of time. Bookmark apps that are used every day. Keep a list of sites for curating content. Respond to the audience quickly. He should be able to judge relevant content, use correct keywords. He should communicate with co-workers and his audience with clarity in written and oral form. A Social Media Influencer should know the use of social media terminology relevant to the study of his job profile.

He/she needs to work according to the set standards of the company. A Social Media Influencer's role is to track the relevant social media Influencers for their brand or company so that they can enhance your overall brand reputation and extend your reach through influencer channels. Keeping up to date with any new changes on social media platforms is essential for Social Media Influencer to stay ahead on social media to promote company's brand and engage customers. Creating a social media performance report is a key responsibility of a Social Media Influencer.

1.2.2 Job Profile of Social Media Influencer

A Social Media Influencer performs following tasks in the industry:

- Prepare a daily work plan as per social media strategy of organization.
- Create content / Blogs / Audio visuals etc. to upload at social media platform.
- Prepare a plan to organize work to meet expected outcomes.
- Demonstrate ways to manage other blogs and compare with another influencer engaged outreach program.
- Demonstrate ways to manage graphic designers for generating online graphical posts / info graphics.
- Create social media marketing goals.
- Conduct research about social media audience.
- Conduct research about social competitive landscape.
- Demonstrate ways to Establish most important metrics (reach, clicks, engagement, hashtag performance etc.)
- Demonstrate ways to arrange all the files and folders neatly in the computer.
- Show how to keep work area clean and tidy.
- Demonstrate the way to obtain guidance from appropriate people.
- Demonstrate ways to ensure work meets the agreed requirements.
- Display how to monitor trends in social media tools, applications, channels, design and strategy.
- Demonstrate ways to implement the content publishing in selective platform strategically.
- Demonstrate ways to select appropriate tools from the various social media tools available for posts, scheduling and reach.
- Show how to implement, analyze, and optimize organic and paid search engine marketing activities.
- Demonstrate ways to track and report metrics around social posts and fan engagement.
- Prepare a monthly social media metrics status report.

- Display how to monitor trends in social media tools, applications, channels, design and strategy.
- Demonstrate how to analyze, review, and report on effectiveness of campaigns.
- Demonstrate ways to manage blogger and other influencer outreach program.
- Demonstrate ways to manage graphic designers for generating online graphical posts / info graphics.
- Create social media marketing goals.
- Conduct research about social media audience.
- Conduct research about social competitive landscape.
- Demonstrate ways to establish most important metrics (reach, clicks, engagement, hashtag performance etc.)
- Identify the different types of health and safety hazards in a workplace.
- Practice safe working practices for own job role.
- Perform evacuation procedures and other arrangements for handling risks.
- Perform the reporting of hazard.
- Identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace.
- Demonstrate the use of Personal Protective Equipment (PPE) appropriately.

1.2.3 Opportunities for Social Media Influencer

There are various opportunities for Social Media Influencer in the field of production houses and marketing projects. The main role of Social Media Influencer is to promote products and services of clients for increasing their sales and reach. A Social Media Influencer has following benefits for career aspect:

- Medium range of salary with low educational investment.
- Opportunities in Movie production houses, news networks, animation industry, and retail markets.
- Lots of opportunities to grow in the industry.

1.2.4 Key Professional Skills

This job holder should possess skills of specifying a concept, detailing it, using correct grammar, punctuation, spelling, phonetics, and reading. He should be able to understand the concept briefs, research the profile, characteristics and key elements of the concept based on the target audience. He should have creative vision of the concept with the seniors as required.

Exercise



- Who is a Social Media Influencer?

- What are the common industries where Social Media Influencer finds job?

- Discuss the job responsibilities of Social Media Influencer.

- What is the job of Social Media Influencer and what are the opportunities?

Notes



Scan the QR code or click on the link(s) to check related video(s)



<https://www.youtube.com/watch?v=0XbpzVPNjrl>

Introduction to Media and Entertainment



<https://www.youtube.com/watch?v=39A3og7enz8>

Job role of Social Media Influencer

2. Preparing Content/Blog for Social Media



Unit 2.1 – Social Media Content Planning and Preparation



Key Learning Outcomes



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

1. Prepare a daily work plan as per social media strategy of organization.
2. Create content / Blogs / Audio visuals etc. to upload at social media platform.
3. Prepare a plan to organize work to meet expected outcomes.
4. Demonstrate ways to manage other blogs and compare with another influencer engaged outreach program.
5. Demonstrate ways to manage graphic designers for generating online graphical posts / info graphics.
6. Create social media marketing goals.
7. Conduct research about social media audience.
8. Conduct research about social competitive landscape.
9. Demonstrate ways to Establish most important metrics (reach, clicks, engagement, hashtag performance etc.)

Unit 2.1: Social Media Content Planning and Preparation

Unit Objectives



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

1. Prepare a daily work plan as per social media strategy of organization.
2. Create content / Blogs / Audio visuals etc. to upload at social media platform.
3. Prepare a plan to organize work to meet expected outcomes.
4. Demonstrate ways to manage other blogs and compare with another influencer engaged outreach program.
5. Demonstrate ways to manage graphic designers for generating online graphical posts / info graphics.
6. Create social media marketing goals.
7. Conduct research about social media audience.
8. Conduct research about social competitive landscape.
9. Demonstrate ways to Establish most important metrics (reach, clicks, engagement, hashtag performance etc.)

2.1.1 Introduction to social media

Social Media is the online content created by regular people. This content can be their personal videos, photos, or notes published by them on a website which can share this content with others based on user preferences. There are various purposes for which social media content is created. The content can be created for general conversation, it can be created for sharing information, or it can be created for entertainment purposes. Depending on the purpose of social media, there are various forms in which social media can be posted like blogs, photo sharing, video sharing, texting, podcasts, webinars, Wikipedia sharing, and so on. Some of the common social media content types are discussed next.

2.1.1.1 Blogs

Blogs can be assumed as first step in social media world. Before 1990, blogs were discrete text collections based some specific topics. These blogs were either scientific studies or organizational information. After 1990, blogs started to have multiple threads organized as branches of one main topic. The first commercial instance of blog which catered direct information from company to customers happened in 1995 when TY Inc. published the information in blog style at their website. Soon blogs became online diary of people sharing their personal life events. Justine Hall, a student of Swarthmore College is recognized as first blogger of this category. Modern blogger.com which is currently Google property was launched by Evan Williams and Meg Hourihan in 1999. After that flood of bloggers came and different types of blogs emerged. Some common types of blogs are discussed next.

Personal Blogs

Personal blogs are like personal online diaries shared on web. This type of blogs generally contains daily events or recent new events of blogger. There are a very few bloggers who have monetized their blogging using advertisement sponsorship. The users of this type of blog generally publish their own website.

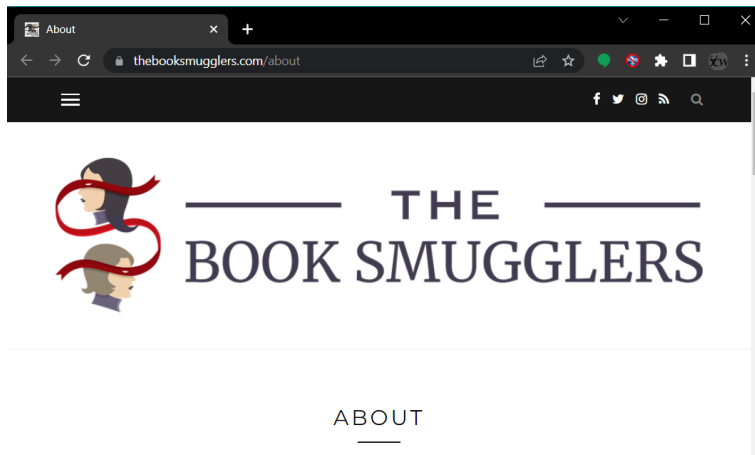


Figure 2.1.1 Personal Blog Example

Group Blogs

This type of blog is managed by a group of people with common interest. This type of blog is based on some themes like politics, science, education, and so on. Generally, group blogs attract more viewers as compared to personal blogs. Users of this type of blog use related news websites for posting.

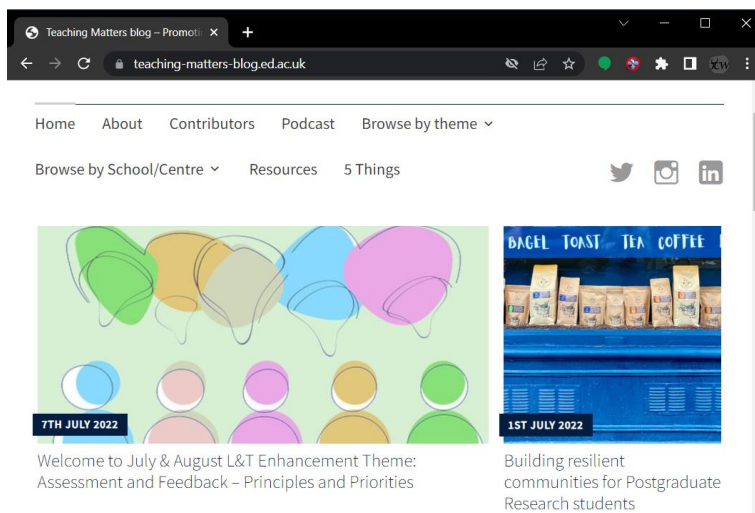


Figure 2.1.2 Group Blog Examples

Microblogs

As the name suggests, microblogs are smaller versions of blogs. Lesser and spontaneous information/data is shared with public based on current events. At some point, you may find these posts dis-organized. The reach of these posts depends on connected users. Users of this type of blog

use Facebook, twitter, TikTok, Instagram etc. for posting. These sites have now become first choice for online marketing and public relations.

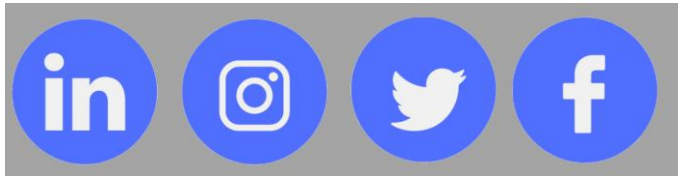


Figure 2.1.3 Microblogging websites

Corporate/Organizational Blogs

This type of blog is restrictive by nature and works within local network of an organization. This blog can be non-profitable, governmental, or pure business kind. You can easily find a blog of your social club where you will receive information about your club events. Public not registered with this blog will not be able to access this information.

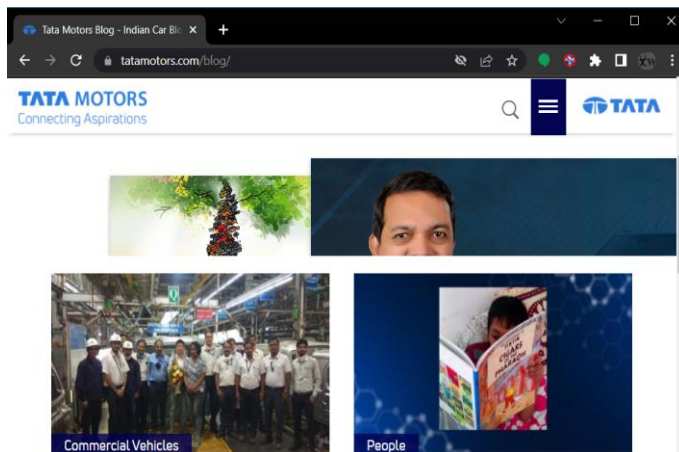


Figure 2.1.4 Corporate Blog

Aggregated Blogs

Aggregated blogs serve as collector of blogs on specific themes. These blogs help to finding all the information of various blogs at one place hence reducing time to search each blog.

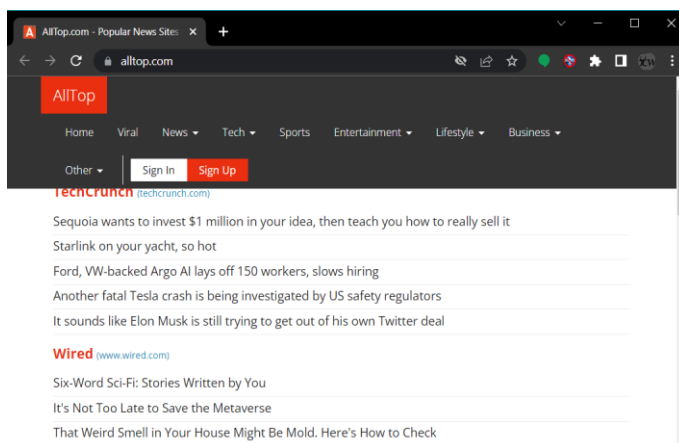


Figure 2.1.5 Aggregated blog

Blogs by genre

There are various genres in which blog can be divided like for travelling, cooking, politics, computer hacking, fashion, and so on.

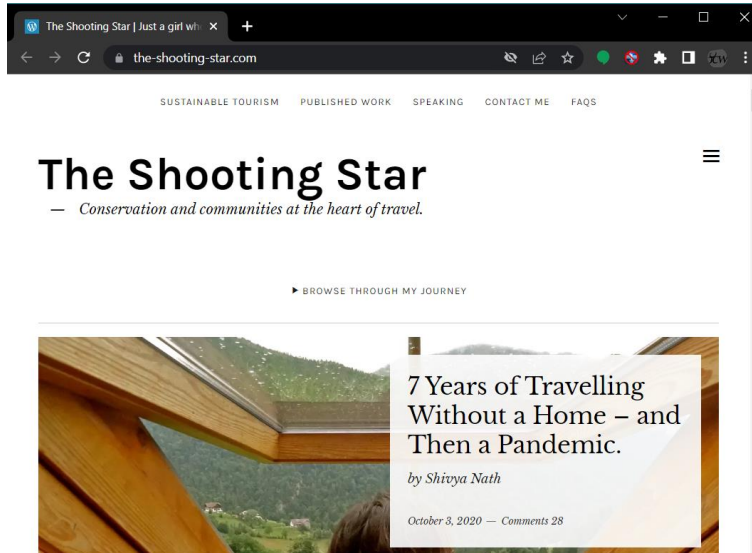


Figure 2.1.6 Traveller blog

Blogs by Media Type

Blogs can also be found based on media being shared through them. For example, vlog is a type of blog where only videos are shared and the same is YouTube.

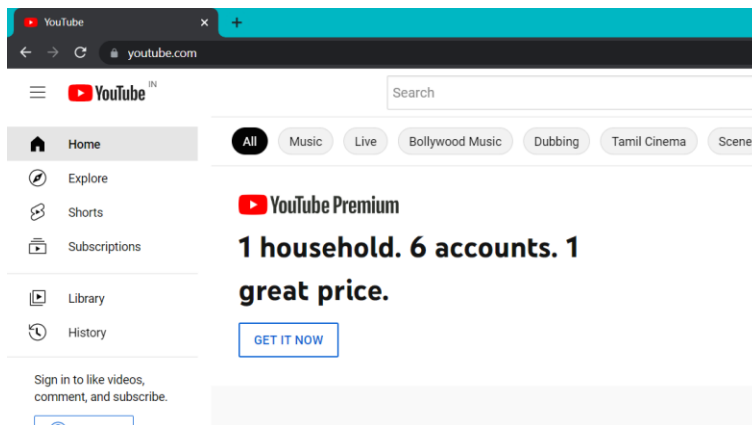


Figure 2.1.7 YouTube

Blogs by Device Type

Based on the type of device you are using; you can find blogs dedicated for related information. For example, you can find PDA blogs for your mobile phones.

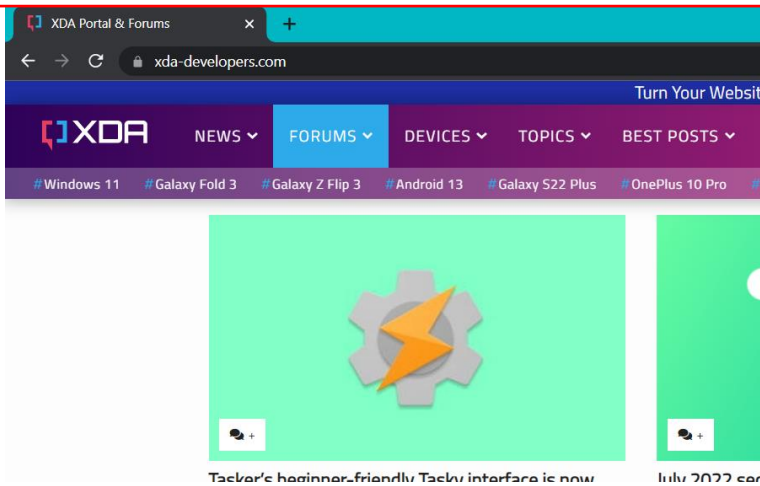


Figure 2.1.8 PDA Blog

Reverse Blog

This type of blogs is more like web forums rather than information sharing blogs. In this type of blog, users create and manage content rather than a single blogger directing them. Sites that provide user reviews on general products fall under this category.

2.1.1.2 Social Networking Apps

There are three major players in the field social networking; Facebook, Twitter, and LinkedIn.

Facebook

Facebook is social media giant with user base of more than 2.8 billion worldwide. You can share photos, videos and messages using this app. You can also go live with public using this app sharing the video feed from your device. You can also create ad campaigns using this app to market your products.

Twitter

Twitter is mainly used for sharing text messages but you can also use it for sharing photos and videos. Twitter allows you to use only 240 characters for messaging. So, you will find all the messages shared on twitter short and to the point. Twitter has evolved as a good medium for customer query resolution.

LinkedIn

LinkedIn is a professional social networking site which means most of the content will be business or career related. This site is used to search and employ talent. You can share text, photos, and videos with your network group using this site.

2.1.1.3 Messaging Apps

Messaging apps are generally used to send messages to known person. But they can also be used for general public messaging using broadcasting methods. Recently these apps have evolved greatly and now can perform various operations like payment exchange, creating chatbots, and so on. There are three major players in this section; WhatsApp, Facebook Messenger, and WeChat.

2.1.1.4 Photos and Videos Sharing Apps

Instagram

Instagram is one of the most popular apps for sharing pictures and videos. This app started as picture sharing app and then allowed sharing of videos. You can also share short videos of 30s called reels using this app.

Imgur

Imgur is a picture and GIF sharing app. There is one major difference between Imgur and other media sharing social media apps; in Imgur there are no friends or followers. All the content published on this app is accessible to everyone and anyone can upvote/downvote the content making it a more democratic approach.

YouTube

YouTube is unofficially second most used search engine after google. This is because you can find processes and procedures of various common operations on YouTube. You can even find videos on how to become Social media influencer on YouTube. YouTube is used to share videos but you can also use this app to share live video feed with others.

Vimeo

Vimeo name is made to look like Video because this app is used to share video content with other. Vimeo is a business-oriented video sharing app mainly used for marketing purpose. Using paid option of app, you get access to their premium offerings like technical support, custom logo, and powerful analytics.

2.1.1.5 Interactive Apps

These types of apps allow sharing photos and videos with experimental features like audio/video filters, overlaying music over videos, and other interactive features. There are two main players in this category; TikTok and Snapchat.

Snapchat

Snapchat is the originator of story format in video clips sharing. Short videos shared on this app are called snaps. These snaps are available for 24 hours and then they disappear from feed automatically. You can use Snapchat ad account to perform a powerful marketing strategy.

TikTok

TikTok is one of those social media apps which reached 1 billion monthly active users very fast and established as one the major social media apps. This app is also used to share short videos of 60 seconds. You can find videos ranging from lip-syncing, dancing, and fitness to voice overs and the ability to collaborate with or comment on other users' content. TikTok is a great way for marketing products as half of top brands in consumer products have not started marketing on it.

2.1.1.6 Discussion Forums

Discussion forums are the earlier form of social media. There is an old site Reddit and comparatively new site called Quora which are major players in this field.

Reddit

Reddit is one of the old discussion forums which are still active. Users on this forum are named as u/“username” and topics are named as r/“topic”. You can use Reddit for getting fair reviews about your brands and accordingly set strategies.

Quora

Quora follows a Question-and-Answer style for discussion. Quora is good source for making brand image. You can use filters to sort topics of your interest.

2.1.1.7 Content Curation and Bookmarking

Social Media sites of this category are used to discover, save, and share content with other. Two major sites of this category are Pinterest and Flipboard.

Pinterest

Pinterest is the most popular go to place for new ideas and inspirations related to various topics like food recipes, car designs, fashion, and so on. Pinterest uses pins to bookmark videos, pictures, and information graphics.

Flipboard

Flipboard was founded at the same time as Pinterest. At Flipboard, you pick the topics of your interest and mainly news from different sources is served to you.

2.1.1.8 Reviewing Sites

Reviewing sites are very important for consumers in this era of online shopping. You can find different reviewing sites based on the product you are searching. For example, for travelling you can check TripAdvisor, for food you can check Yelp, and so on. As an online business, you should always keep check on such sites of your niche market and try to reply.

2.1.1.9 Social Shopping Networks

Social shopping network sites use customer recommendations and accordingly stage products of their interests. These sites also create community of users sharing same purchasing interests. Examples of such sites are Etsy and Faveable.

2.1.1.10 Interest Based Network Sites

Interest based network sites are the types of social networking sites which cater a specific theme. For example, Goodreads is a site which caters book publishers. All the data generated on these sites is from authors, readers, and publishers.

2.1.1.11 Anonymous Social Networking Sites

In this type of social media, users post anonymously hence keeping their identity secret. Examples of such sites are Whisper and 4chan.

2.1.2 Planning Social Media Content Strategy

A good social media content planning is not just writing relevant interactive content but it also involved how and when the content will be delivered to the users.

2.1.2.1 Importance of Social Media Content Planning

Social media content planning is based on ultimate goals of marketing. The strategy used for content planning should make you reach your final goals like selling 10 thousand pieces of an item, providing training to 50 students per week, and so on. Major benefits of social media planning are given next.

Organized Content

With proper social media content planning, you will be able to efficiently organize your content as per day wise schedule or events-based schedule. Organized content is formulated in batches. Each content batch is comprised of multiple social media posts created to achieve a specific target on a particular day or event. Batching your content also allows to easily repurpose the content for different goals. Example of such organization can be given as follows:

1. Create a video on given/created script.
2. Write captions based on the video and publish it on text based social media platform like Twitter.
3. Post the video on video sharing social media platforms like YouTube, Vimeo, and so on.
4. Create short videos of earlier created full video and post it on apps like TikTok.
5. Create an article based on video and share it on discussion forums like Reddit.

No Last Minute Pressure

Planning your content in advance helps avoid the last-minute pressure of posting on special events. For example, if you have already created content for next 3 months and events like Independence Day, Janmashtami, and Raksha Bandhan then you need to just timely shoot these posts on social media without worrying about last minute post writing.

Matching with Marketing Goals

Posts that are randomly sent without a sequence do not achieve more in the marketing space. But if you have planned your content based on final marketing goals then you will get better results. Note that a single post generally does not achieve anything but if you are posting a series of organized posts that you will definitely see the benefits in sales.

2.1.2.2 Content Planning

The main motive of content planning is to combine three elements; social media strategy, Content Publishing Calendar, and Intervals of posting. An overview of the process of content planning is given next.

Content Theme Planning

Theme decides the category in which content will be created and posted. The theme of content depends on type of products you want to market. The theme of content generally includes following topics.

- Product updates
- Product features
- Company profile
- Company news
- Educational articles
- Statistics

Content Creation

Content creation is the phase dependent on theme that you have selected for social media marketing. You need to write as many ideas as you can get for selected theme topic. Your ideas should fulfil two conditions; it should be on one of the topics selected for your theme and it should connect with your marketing goals. For ideas, you can check your competitors or you can visit your past campaigns. You will also need analytics reports from various sources like Google analytics to find out the trending keywords in your product marketing. At this stage, you should also be able to identify the social media platforms where your content will be published.

Scheduling Content

Scheduling content stage defines when the content will be posted. Timing your posts is equally important as content creation. A good content posted at wrong time will not give satisfactory results. Sometimes, it is easy to decide timing for posting content like in cases of festivals and holidays. But apart from that, things are more like hit and trial. You need to tweak your timing and frequency of posting content based on the audience engagement reports. You need to also consider social and environmental factors when posting content. For example, you should need post winter wear related product marketing posts at the beginning of summer. You should also consider the algorithm of social media platform for scheduling content because your content may be working now but after six months if algorithm of platform is changed then you need to modify you schedule accordingly. You can use various auto scheduling apps to perform this job but you will still be need to keep the strategy up to date.

Mixing Content Types

There are so many types of contents to choose from when posting on social media. One type of content may not be sufficient to get attention of possible buyers. It is important to mix various content types so that your posts look attractive to visitors and they are compelled to click on your posts. Mixed content also contains curated content along with your original content. Curated content is the post that was originally shared by someone else but it can also serve your purpose. You can include reports of experts on your product types and then add your original content to tell the visitors how your products are relevant to expert opinion. Curating content also saves time and efforts hence allowing you to focus on your strategies.

Relation Building

Relation Building is the soul of networking and networking is the lifeline of marketing in both offline and online modes. If you are using curated content then you should always notify the originator of content. This accomplishes two things; it makes your post authentic and saves you from title awarded as content thief, and it increases your network with originator of content. It is important to not look like you are using their shoulder for your benefit in marketing. You should present their

content in such a way that they get the benefits due for their original work. For example, you should not post their content and ask them for favors. Instead, you should post their content and write what you liked about that post presenting it as comment or your views on the post. Note that this process should be done with only those curated contents from which you want to increase your network. All curated posts are not required to follow this procedure. Also, keep in mind that building relationship also serves as feedback loop for your success as social media content creator.

Diversification of Content Schedule

Following a same pattern in posts can become boring for audience after some time. You should try to bring new ideas for working with same content. You can create an opinion poll or other ways to increase engagement of audience.

Highlighting your Company/Brand as Leader

This is one of the delicate tasks in social media marketing. If your posts look like bragging then you will very soon lose the credibility. Your posts should have information from various sources that tell your audience that you are updated with knowledge of your field. Once you have established that you are well informed with latest trends of your product then you can become a trend setter with social media posting of your products.

2.1.3 Social Media Content Preparation

You have learned about the key points to be considered while preparing content for social media. In this topic, you will learn to create different types of contents with the help of examples.

2.1.3.1 Creating Blogs

Blogs are created for a specific topic aligned with your product. For example, you can create a blog about “How to know you have the right type of shoes”. In this blog, you can about types of shoes, their usage, and their benefits to specific profession. At the end of this blog, you can demonstrate your shoe products and how they fit with the information provided earlier.

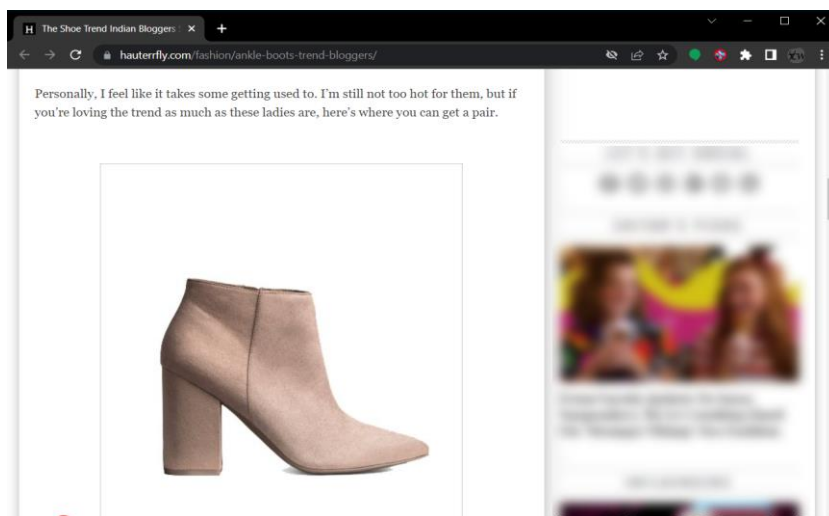


Figure 2.1.9 Shoe Blog

2.1.3.2 Creating Video Content

Videos are the most attractive type of content available for marketing. A small video clip of 20 seconds can cover 10-30 pages of content if used properly. Also, the video clip will be much easier to grasp by audience rather than reading 10 pages. There are various applications available for creating video content which can be used to create interactive video posts. Video content can be further categorized in various types like Camera recorded videos, animation videos, presentation videos, and so on.

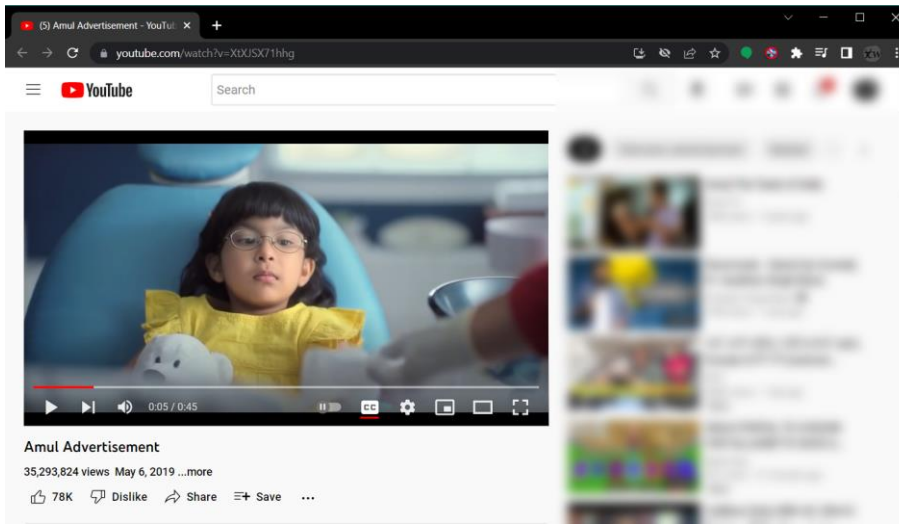


Figure 2.1.10 Amul Marketing Video



Figure 2.1.11 Animated Video for marketing

Note that you will need a team of animators, cameraman, video editor, content writer, script writer, and other related people to create marketing video of high level but it does not mean budget can stop you from achieving your targets. You can use series of photos and clipart to perform a sophisticated marketing post.

Notes



Exercise



1. What do you mean by a Blog? And how you can create it?

2. Which is the most popular professional social networking site?

3. How can you make the strategies for the marketing of social media content?

4. What are the different types of contents you can create on social media?

Scan the QR code or click on the link(s) to check related video(s)



<https://www.youtube.com/watch?v=JMOyIJisyQI>

Types of Blogs



<https://www.youtube.com/watch?v=gbP25bKxkpg>

Types of Social Media Apps



<https://www.youtube.com/watch?v=PKUn7wU5slc>

Planning Social Media Content Strategy

3. Developing and Implementing Social Media Strategies



Unit 3.1 – Social Media Strategies and Implementation



Key Learning Outcomes



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

1. Demonstrate ways to arrange all the files and folders neatly in the computer.
2. Show how to keep work area clean and tidy.
3. Demonstrate the way to obtain guidance from appropriate people
4. Demonstrate ways to ensure work meets the agreed requirements
5. Display how to monitor trends in social media tools, applications, channels, design and strategy
6. Demonstrate ways to implement the content publishing in selective platform strategically.

Unit 3.1: Social Media Strategies and Implementation

Unit Objectives



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

1. Demonstrate ways to arrange all the files and folders neatly in the computer.
2. Show how to keep work area clean and tidy.
3. Demonstrate the way to obtain guidance from appropriate people
4. Demonstrate ways to ensure work meets the agreed requirements
5. Display how to monitor trends in social media tools, applications, channels, design and strategy
6. Demonstrate ways to implement the content publishing in selective platform strategically.

3.1.1 Developing Social Media Strategies

Social Media strategy is the summary of your social media planning which will be directly implemented to achieve your goals. Social media marketing is different from traditional marketing in the sense that social media does not promote your product directly. Before promoting your product via social media, you need to first develop content that gives basic information by your product type. Various steps involved in developing social media strategies are discussed next.

3.1.1.1 Setting Goals

First step in developing social media strategy is the most important step because rest of the steps will be directly dependent on it. Following are the properties, you should look when setting goal for your social media strategy.

- Your goals should be **Specific**.
- You should have means to **Measure** goals.
- You should be able to **Achieve** your goals.
- Your goal should be **Relevant** to your products.
- **Time limits** to achieve goals should be well defined.

Hence, your goals should be “**SMART**”.

3.1.1.2 Identifying and Learning About Audience

Identifying

Identifying who you target audience is and what do they want to see on social media. In this way, you will be able to create the content that will be liked, commented, and shared by your audience. You need to categories your audience by age, language, location, interests, purchasing patterns, and so on. Google Analytics is a great tool to know this data about your audience. You can also check the target of your competitors to identify audience using tools like Buzzsumo.

Gathering Data

Gathering analytics data is as important as knowing your target audience. You should not leave anything to assumptions. If you have assumed that Facebook is mostly used by teenagers from 20 to 30 then you should check Facebook analytics which shows their user base consist highest number of users from age 30 to 49.

	Facebook	Instagram	LinkedIn
Total	69%	40%	28%
Men	61%	36%	31%
Women	77%	44%	26%
Ages 18-29	70%	71%	30%
30-49	77%	48%	36%
50-64	73%	29%	33%
65+	50%	13%	11%
White	67%	35%	29%
Black	74%	49%	27%
Hispanic	72%	52%	19%
Less than \$30K	70%	35%	12%
\$30K-\$49,999	76%	45%	21%
\$50K-\$74,999	61%	39%	21%
More than \$75K	70%	47%	50%

Figure 3.1.1 Social Media Analytics

3.1.1.3 Know Your Competition

You should always check what your competitors are doing. Most probably your competitors will be using social media for marketing. You can use competitive analysis tools of social media platform to do so. There are four steps involved in competitive analysis; identifying keywords used by competitor, check ranking of those keywords on portals like Google AdWords, Check who are ranking top for those keywords on Google, and perform social media search for selected keywords to know which companies/competitors are ranking top. Once, you have complete sense of your competitors, then you can check their posts and their strategy.

3.1.1.4 Performing Social Media Audit

Once you are established on your social media account and you have begun posting content then it is important to regularly check performance of your posts. You should check who is regularly engaging with your content, how are your recent post performing, and so on. During audit, you should also check for fake accounts on social media with your organization name/information. You should report these fake accounts and get your official accounts verified on social media.

3.1.1.5 Setting Up Accounts and Improving Profiles

Based on analytics and reports earlier collected about your users and competitors, you need to setup accounts on relevant social media portals. If you have content with videos for marketing then you should look for YouTube, Facebook, and Instagram. After breaking that video on short clips, you can post them on TikTok and other short video sharing platforms. Note that you may have multiple accounts on different social media portals to perform this task.

3.1.1.6 Creating Social Media Posting Calendar

The Social Media posting calendar defines the timeline at which content will be posted. It can be regular posts at specific intervals or it can be on special events. You should plan your posts for the whole year. Generally recommended posting frequency is 3 to 7 times per week on Instagram, 1 to 5 posts per day on Facebook, 1 to 5 posts on Twitter per day, 1 to 5 posts per day on LinkedIn.

3.1.1.7 Content Mix Ratio

There are various content mix ratios depending on the goal of your social media campaign. If you are starting your social media campaign then your content mix should be 80 percent educational and 20 percent promotion. Once you have established social media setup then your ratio of content should be 50 percent content driving back to your website, 25 percent curated content, 20 percent lead generation and newsletter signing content, and 5 percent content should be about your company profile/culture.

3.1.1.8 Creating Content

Based on the points discussed till now, you should create content that aligns properly with your goals and marketing strategy.

3.1.1.9 Tracking Performance

After posting content, it is very important to know how well the content is engaging with audience. Most of the social media platforms have some kind of options to collect analytics on your posts. Based on the reports, you need to adjust your strategies for content posting.

3.1.2 Performance Trackers/Social Media Metrics

Social media metrics/trackers are the data value collected by various analytics systems of social media platforms to help you understand how well the content is performing. Various metrics that are checked to perform tracking are discussed next.

3.1.2.1 Reach of Posts

Reach of social media posts is the number of people that have seen your post on social media platform. You should find average number of people who regularly see your posts to determine the actual reach of your posts. You can also check how many followers and non-followers are tracking your posts.

Followers and non-followers

Based on reach



Content reach ⓘ



Figure 3.1.2 Sample Reach Report

3.1.2.2 Impressions

Impression is the value which signifies number of times your post has been seen on social media platform. This value is generally higher than reach value because same number of people can check your posts multiple times.

3.1.2.3 Audience Growth Rate

Audience growth rate is the number of followers that have increase in specified amount of time on your account. This value is generally percentage of new followers with existing total number of followers.

3.1.2.4 Engagement Rate

This value determines how many times people have clicked, shared, commented, or reacted on your posts. This value can be in percentage of total visitors or it can be simply number of people.

3.1.2.5 Amplification Rate

Amplification rate is the number of times your posts have been shared by your followers and then their followers.

There are some specific metrics depending on the type of media shared. For example, video content has some exclusive metrics to show their performance. This type of metrics are discussed next.

3.1.2.6 Video Views

Videos views value determines the number of times your video has been views on social media platform. Note that even if a person has seen only a few seconds of your video, it will still be counted as view.

3.1.2.7 Video Completion Rate

This value determines how many times your video is seen for full duration as compared to number of views. This value directly signifies the attractiveness and quality of your video content.

3.1.2.8 Customer Satisfaction Rate

This value determines how much happy and content your customers are with your products. This value is generally extracted from surveys shared through social media.

3.1.2.9 Net Promoter Score

Net promoter score is the value used to determine the loyalty/retainment of your customers. This value is always generated by one question "How likely would you recommend our product/service to someone?".

3.1.2.10 Click Through Rates

Click through rate is the number of times people click on your posts to access additional content. This value is counted as ROI (Return of Investment) metrics.

3.1.2.11 Conversion Rate

Conversion rate is the number of times you post engagement ends up as subscription, sales, or download.

Average conversion, call and form rate for social media

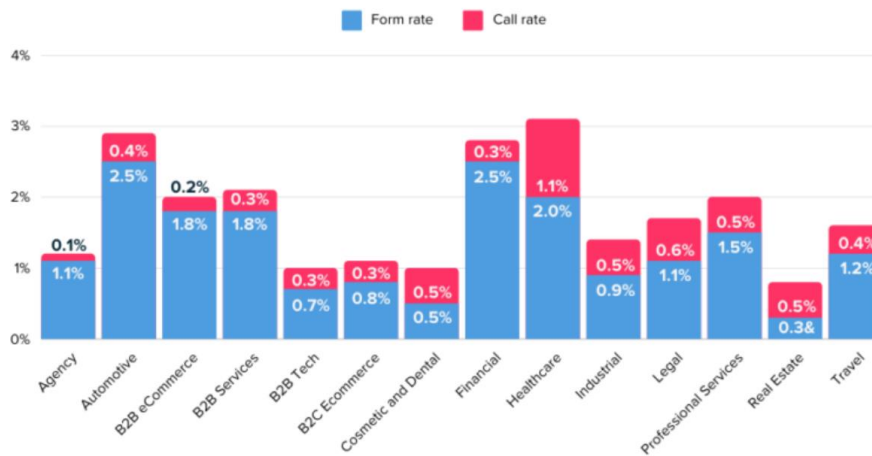


Figure 3.1.3 Conversion Rate Chart

3.1.2.12 Cost Per Click

When you are running social media ad campaign then this value determines the amount paid per click for running your advertisement. Cost per click value is directly shown in your social media analytics page so you do not need to determine this value.

Exercise



1. How can you develop social media strategies? Discuss in brief.

2. How can you track the performance of social media content? Discuss in brief.

3. What do you mean by cost per click in advertisement?

Scan the QR code or click on the link(s) to check related video(s)



<https://www.youtube.com/watch?v=PLkGlcrv7JI>

Social Media Strategies and Implementation



Media & Entertainment Skills Council

4. Managing Social Media Tools

Unit 4.1 – Social Media Tool Selection and Application



Key Learning Outcomes



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

1. Demonstrate ways to select appropriate tools from the various social media tools available for posts, scheduling and reach.
2. Show how to implement, analyze, and optimize organic and paid search engine marketing activities.
3. Demonstrate ways to track and report metrics around social posts and fan engagement
4. Prepare a monthly social media metrics status report.
5. Display how to monitor trends in social media tools, applications, channels, design and strategy.
6. Demonstrate how to analyze, review, and report on effectiveness of campaigns.

Unit 4.1: Social Media Tool Selection and Application

Unit Objectives

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

1. Demonstrate ways to select appropriate tools from the various social media tools available for posts, scheduling and reach.
2. Show how to implement, analyze, and optimize organic and paid search engine marketing activities.
3. Demonstrate ways to track and report metrics around social posts and fan engagement.
4. Prepare a monthly social media metrics status report.
5. Display how to monitor trends in social media tools, applications, channels, design and strategy.
6. Demonstrate how to analyze, review, and report on effectiveness of campaigns.

4.1.1 Social Media Tools Selection Guidelines

Social media tool selection is a complicated task if you do not know what you are looking for in your tool. There are some factors and parameters that you should consider when selecting a social media tool for your marketing efforts. These parameters are discussed next.

4.1.1.1 Budget

Budget is the amount to be spent on social media tools. Your budget can be free to 50k rupee per month. There are a few tips on selecting social media tools based on budget:

- Annual price of your social media tool should fall within your budget.
- You should look for discounts on annual subscription of the tool.
- You should check cancellation options of your shortlisted tools. It is better to sign up a tool which allows to get refund of unused time on social media tool.
- You should always evaluate free trial period of shortlisted social media tools.
- You should not waste time on trials of expensive tools which you are not going to buy anyway.
- You should not subscribe annual plan of a tool if you are unsure that it fulfils all your requirements.

4.1.1.2 Plan Limitations

Plan limits are important to check before finalizing any social media tool. You should check how many users can simultaneously use the software in single license. There are also limitations on number of social media accounts that can be connected with your software. For example, there might be a limitation of connecting 5 social profiles or social media accounts on the software.

4.1.1.3 Compatibility

Compatibility is an important aspect of social media tools. You should make sure that selected social media accounts connect effectively with your tool. You can use social media network access and depth of connection with social media tool as criteria for comparison. You should make sure the selected social media tool can access all the features of social media platform. For example, posting four images per tweet to Twitter or the ability to include GIFs in posts.

4.1.1.4 Content Scheduling and Publishing Options

Social media post scheduling is an important aspect of social media tool. Your tool should be able to queue posts in advance. It is much easier if your software gives calendar like page to mark posting of social media content at specific date with specified time. Tools that allow simple drag and drop option for content scheduling are better for easy handling of software.

4.1.1.5 Social Interaction

Posting content on social media platforms using the tool is half part of job. Your tool should also be able to receive notifications like mentions, likes, shares, and other responses. You should also check whether your software can also work with mobile devices along with computer devices. If your pages are managed by multiple people then you should make sure the software can handle multiple people work simultaneously.

4.1.1.6 App Integration

There are various applications which can enhance your experience of work with social media tools and make the repetitive task super easy. If you have a list of shortlisted social media applications then you should also consider which application supports app integration as well.

4.1.1.7 Analytics

Analytics is very important to know how well your social media campaigns are performing. A dedicated social media analytic function in software will be a great time saver. With such function, you will be able to check analytic reports of all social media accounts and platforms at one place. Your software should have at least functions to collect analytics from major social media platforms like Facebook, LinkedIn, YouTube, and so on.

4.1.2 Popular Social Media Management Tools

There are hundreds of social media management tools available in the market. Every software is popular in its own field. Here, we will discuss some of the most popular social media management tools.

4.1.2.1 Everypost

Everypost is the simplest yet most powerful software used for social media management. It can greatly simplify your social media marketing work. Interface of Everypost is shown in next figure. Everypost has a large space allotted to writing text of posts. You can shorten URLs, set timing for posts, and set frequencies of posting content using the options in this software. Software also has inbuilt analytics fetching data from various social media platforms.

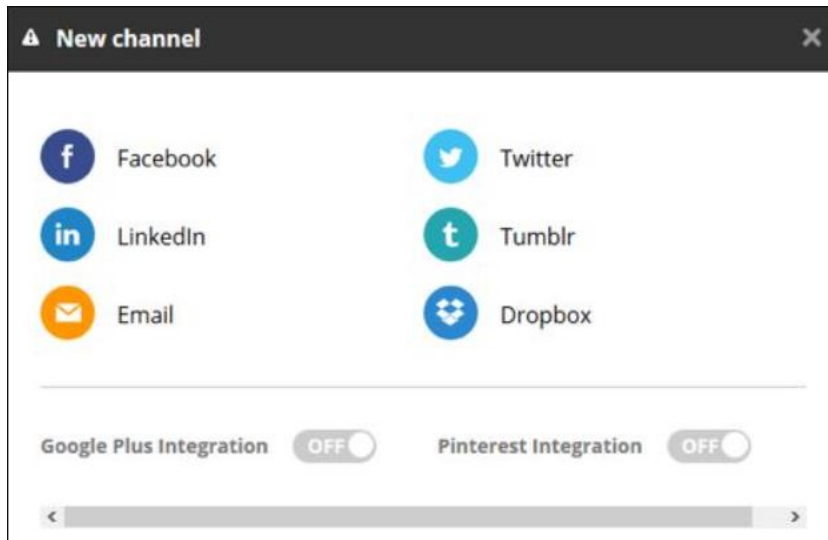


Figure 4.1.4 Everypost Interface

4.1.2.2 Buffer

Buffer is another simple social media management software which supports multiple user team. After creating account of software, add your social media accounts on the software for integration as shown in next figure.

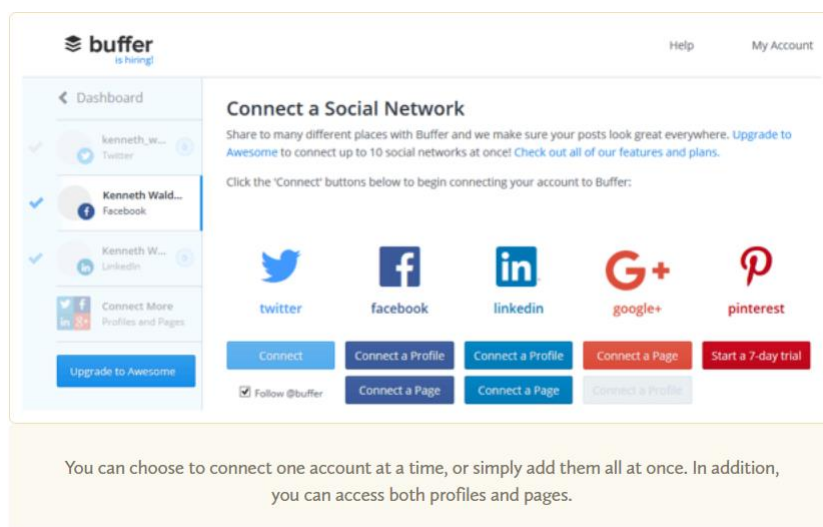
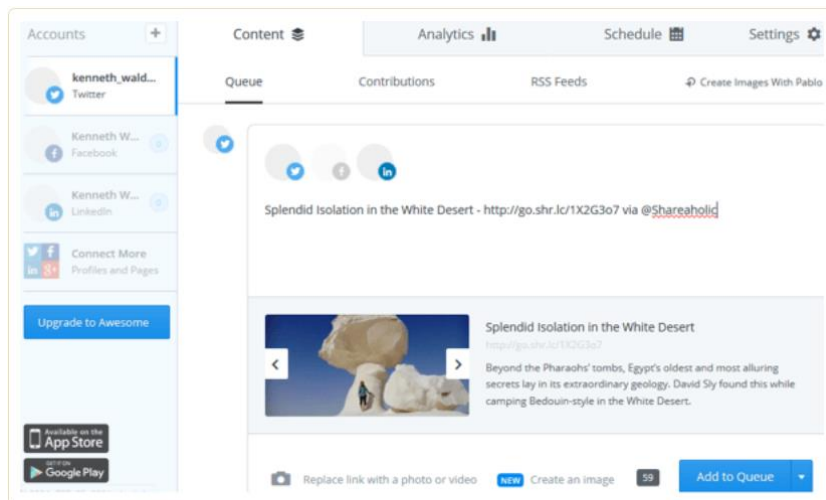


Figure 4.1.5 Buffer interface

You can use the content tab of software to create content.



Once you choose the account you want to post to, you can type up your message, attach images, insert links, or even create new images, all within the same window.

Figure 4.1.6 Content tab

4.1.2.3 Social Oomph

Social Oomph is the social media management software has many features to boost your marketing strategy. You can add multiple social accounts to software as discussed with other two. The main highlight of this software is Posting tab where you can shorten URLs, purge tweets, adjust schedules for posting and so on.

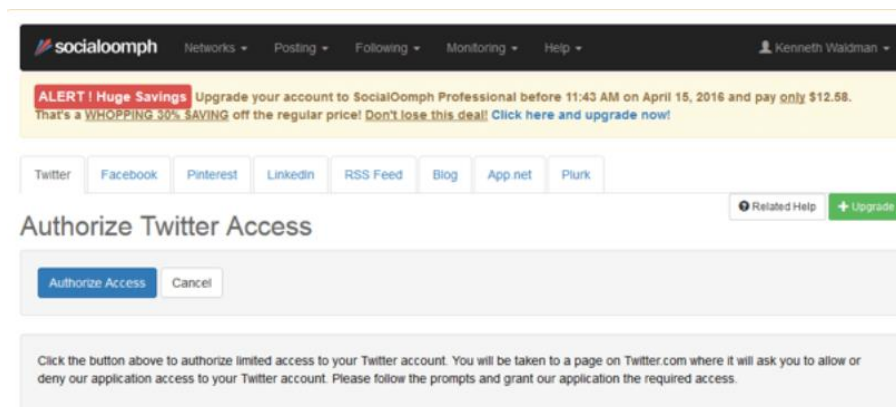


Figure 4.1.7 Social Oomph

4.1.2.4 Hootsuite

Hootsuite is the most popular social media management software used worldwide. After adding your social media accounts, select the channels where you want to post. You can choose multiple channels for posting same content. This software also tells character limits and other limitations of social media platforms.

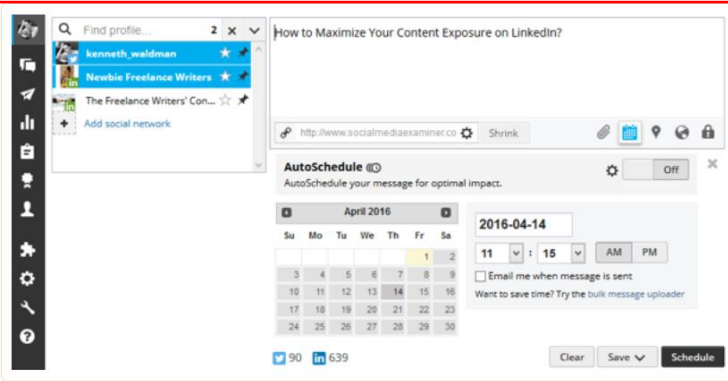


Figure 4.1.8 Hootsuite

4.1.2.5 Sprout Social

This software can be overwhelming with information and tools at first use but you will get used to the functions very soon. This software allows you to manage the tasks assigned to different team members.

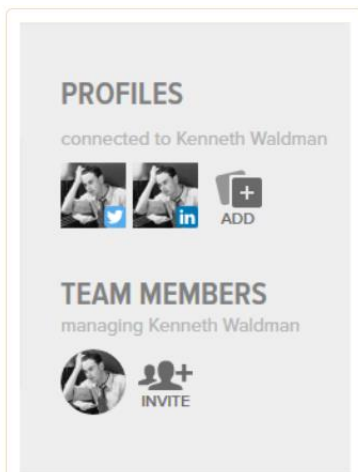


Figure 4.1.9 Sprout Social team member page

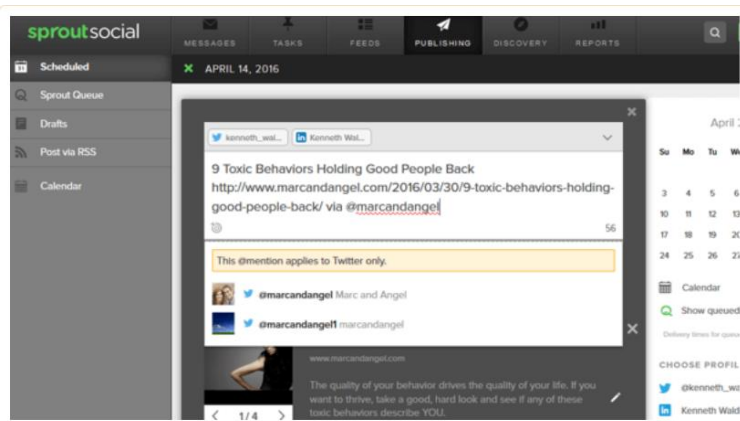


Figure 4.1.10 Sprout Social Interface

Note that you will need multiple tools to manage your social media accounts to perform business level social media marketing.

4.1.3 Using Hootsuite for Social Media Management



You can get free version of Hootsuite from the link <https://www.hootsuite.com/plans/free-account> for practicing. You can also purchase their other plans when working as professional to get the full benefits from software. On selecting this link, page similar to the next figure will be displayed. Click on the Sign Up Now button and specify information like your full name, password, and email ID. Click on the next button. A webpage to define whether single user or multiple users will be using software will be displayed.

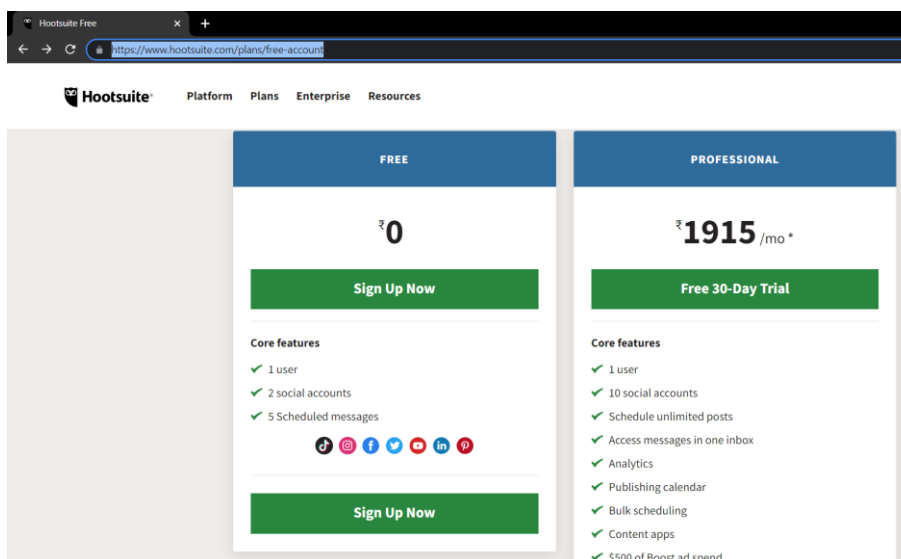


Figure 4.1.11 Hootsuite download page

Select the single user option for educational purpose and similarly specify other relevant information on next pages. The web page to connect your social accounts will be displayed.

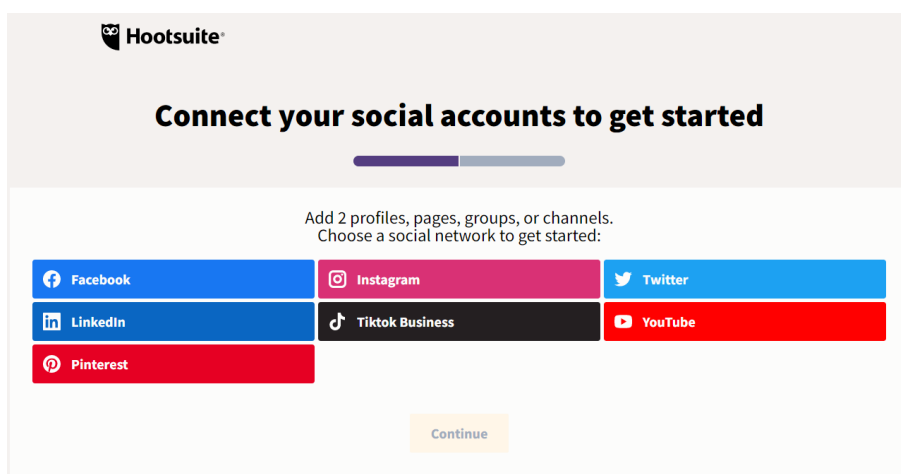


Figure 4.1.12 Connect page of Hootsuite

Since we are using free version, here only two accounts can be added but if you are working on professional edition then you can use multiple accounts at once. Select desired buttons from this page and add the account details to connect them with software.

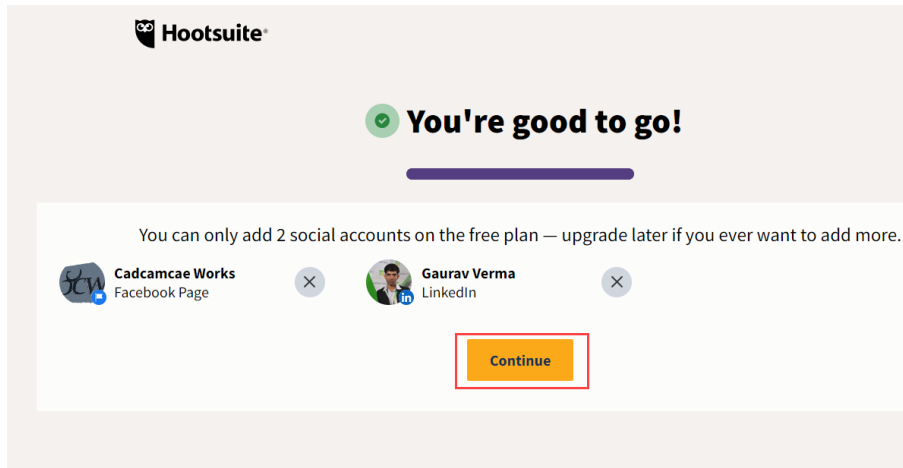


Figure 4.1.13 Accounts added to software

After connecting your social accounts, click on the Continue button. The dashboard of Hootsuite will be displayed.

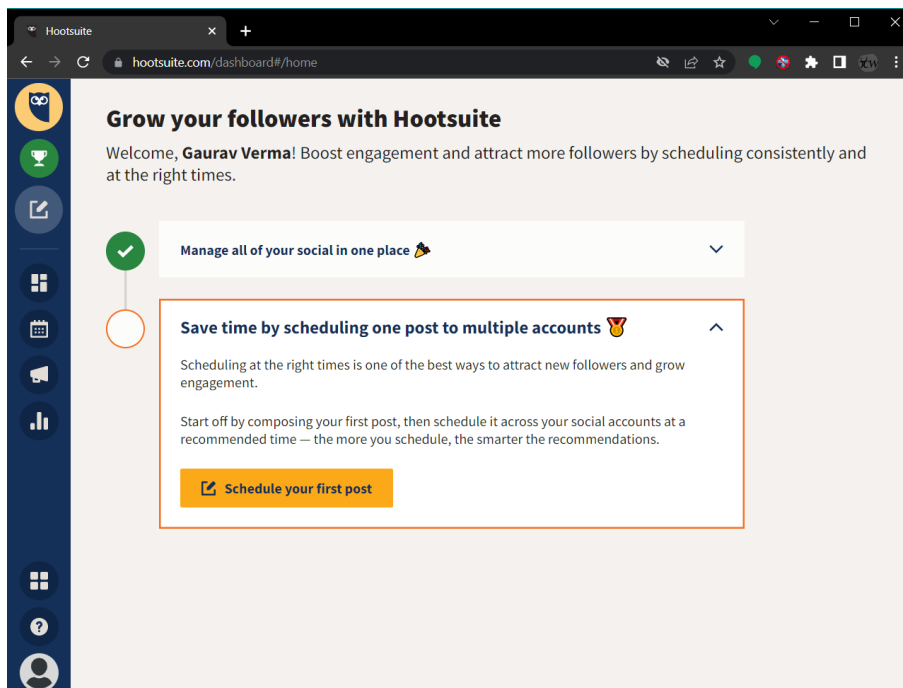


Figure 4.1.14 Dashboard of Hootsuite

4.1.3.1 Creating Your First Post

- Click on the Post button from Create cascading menu as shown in figure next.

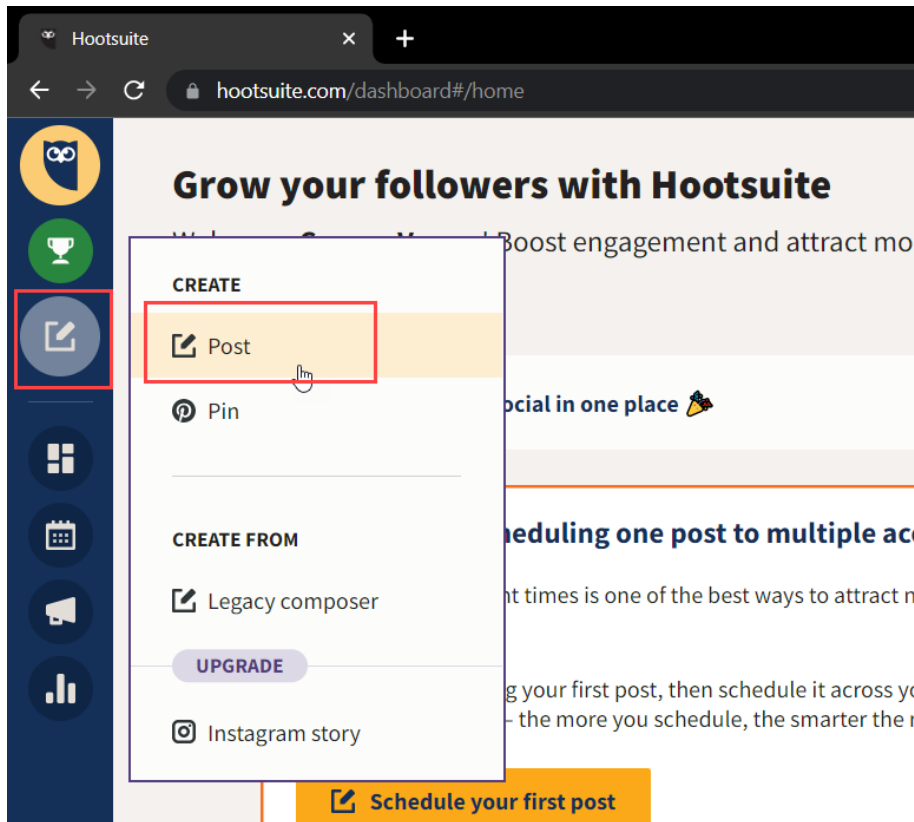


Figure 4.1.15 Create Post button

- On clicking post button, the page to define social media platforms on which content will be posted will be displayed.

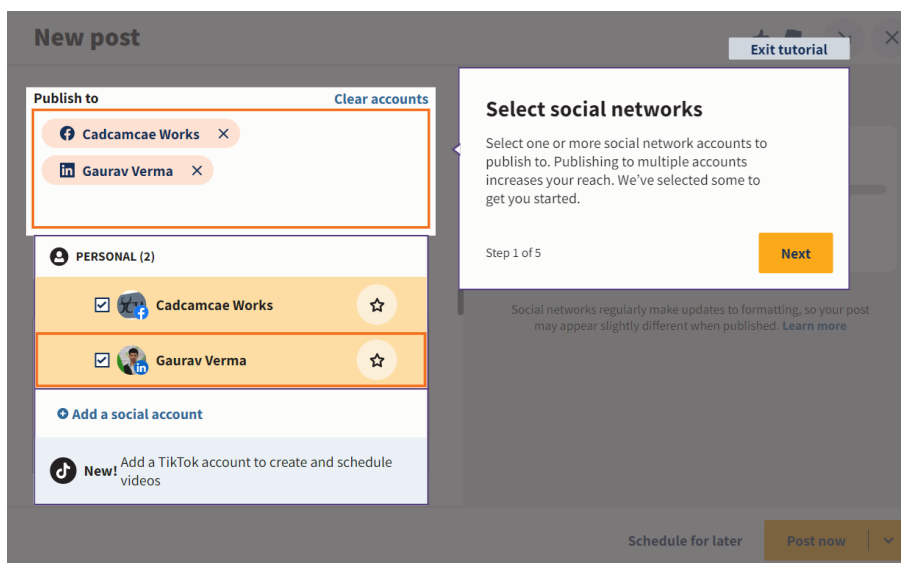


Figure 4.1.16 Accounts for posting

- Select desired accounts and click on the Next button. The Write Post page will be displayed.

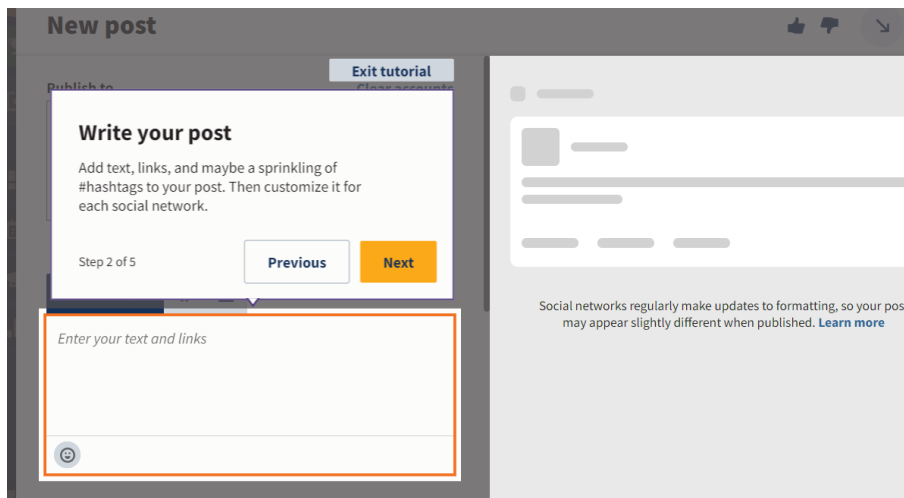


Figure 4.1.17 Write Post page

- Type desired text and links in the edit box and click on the Next button. Options to add media to post will be displayed; refer to next figure.

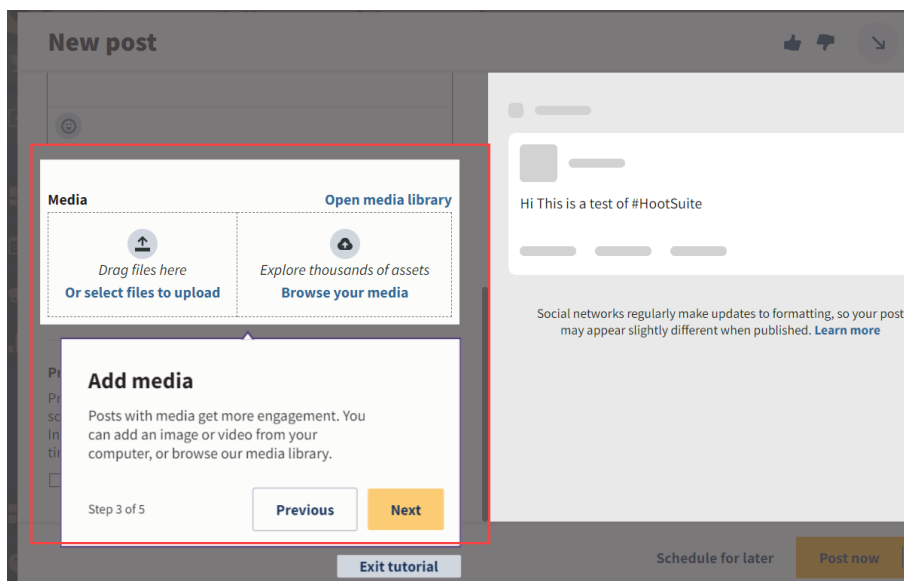


Figure 4.1.18 Options to add media

- You can drag and drop the media files like photos, videos, clip arts etc in the boxes of Media area, you can use Open media library option, or you can Browse your media to add media files; refer to figure next.

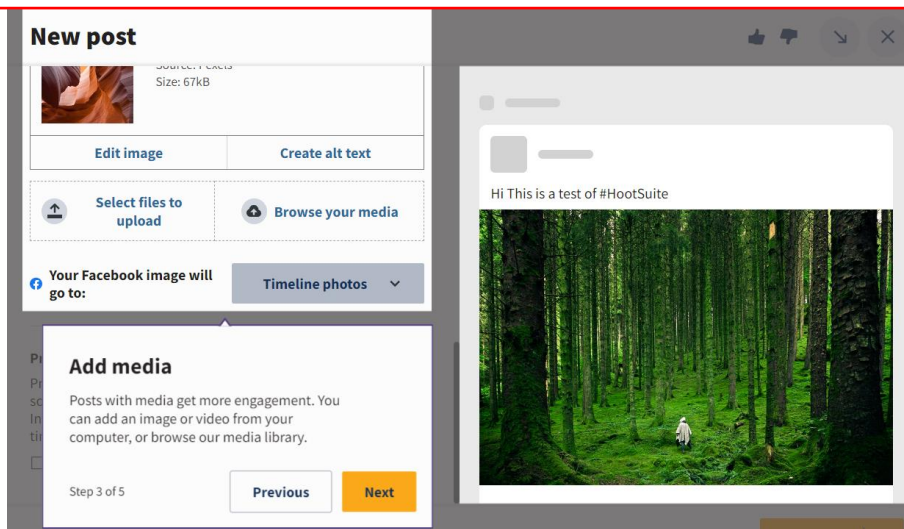


Figure 4.1.19 After adding media file

- Click on the Next button to check the schedule page.

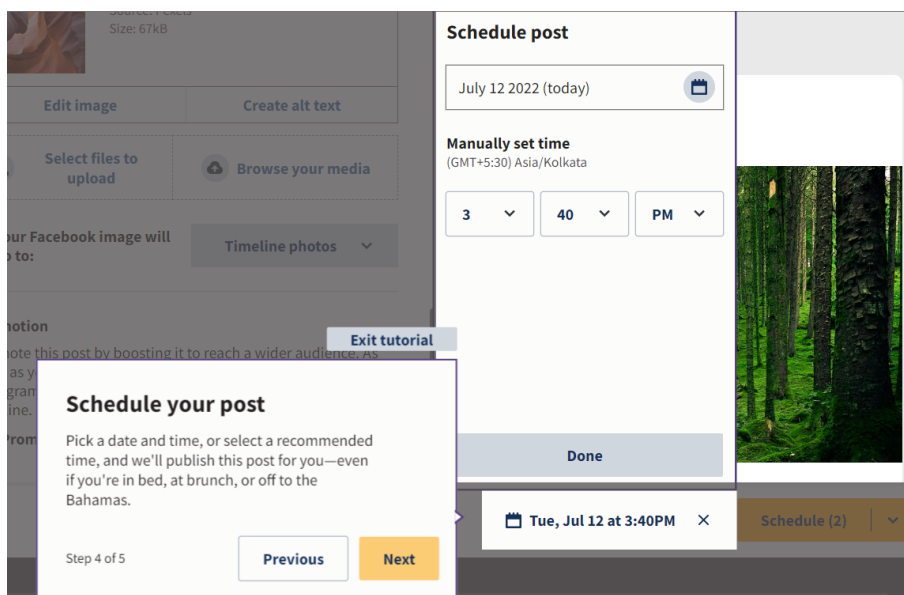


Figure 4.1.20 Schedule Post page

- Set desired date and time on the page and click on the Next button. The page to finalize schedule will be displayed. Click on the Schedule button to complete the task. The calendar with schedule will be displayed.

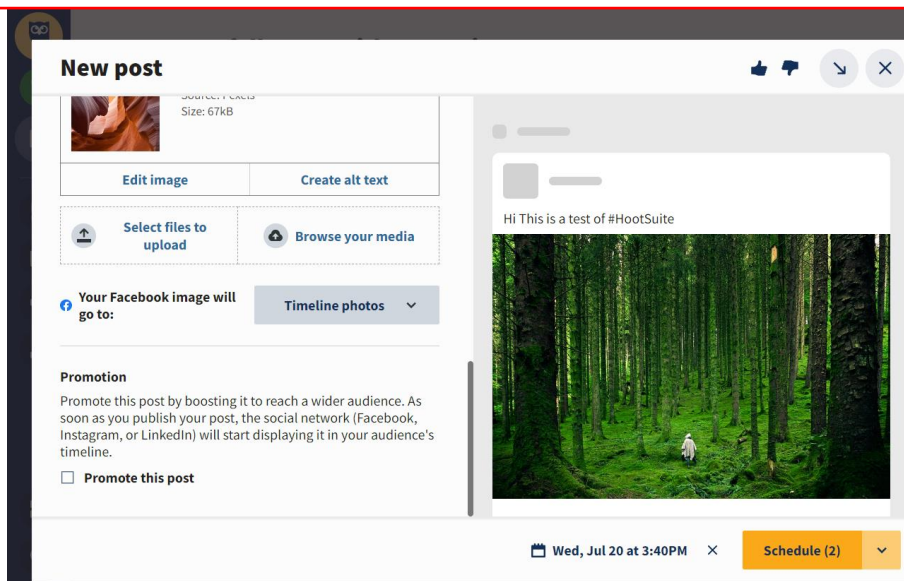


Figure 4.1.21 Finalizing Schedule

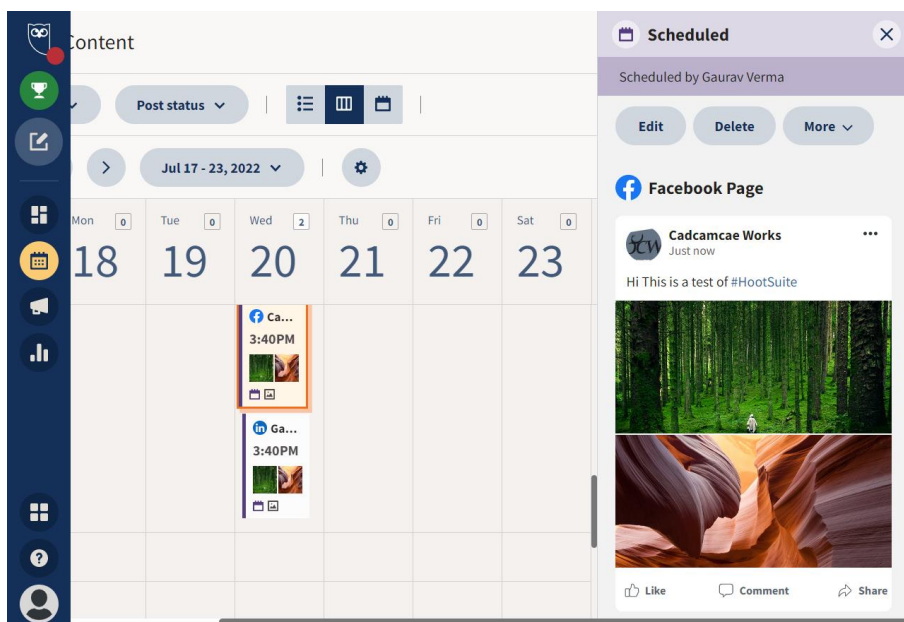


Figure 4.1.22 Calendar for schedule

- You can edit, delete, or reschedule the post using buttons at the right in the page.

Similarly, you can use Advertise and Analytics pages of the dashboard to perform respective operations.

Exercise



1. What are the parameters for selection of tools for social media marketing?

2. Discuss 3 major social media management tools.

3. What is Social Oomph?

Scan the QR code or click on the link(s) to check related video(s)



https://www.youtube.com/watch?v=5Z5i_y9m1Hc

Social Media Tool Selection



<https://www.youtube.com/watch?v=Ztk6PXD1EjU>

Using Hootsuite for Social Media Management

5. Developing and executing influencer campaigns



Unit 5.1 – Managing Influencer Outreach Programs



Key Learning Outcomes



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

1. Demonstrate ways to manage blogger and other influencer outreach program
2. Demonstrate ways to manage graphic designers for generating online graphical posts / info graphics.
3. Create social media marketing goals
4. Conduct research about social media audience
5. Conduct research about social competitive landscape
6. Demonstrate ways to establish most important metrics (reach, clicks, engagement, hashtag performance etc.)
7. Identify client branding items such as color, scheme logo and others.

Unit 5.1: Managing Influencer Outreach Programs

Unit Objectives

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

1. Demonstrate ways to manage blogger and other influencer outreach program
2. Demonstrate ways to manage graphic designers for generating online graphical posts / info graphics.
3. Create social media marketing goals
4. Conduct research about social media audience
5. Conduct research about social competitive landscape
6. Demonstrate ways to establish most important metrics (reach, clicks, engagement, hashtag performance etc.)
7. Identify client branding items such as color, scheme logo and others.

5.1.1 Using Blogger for Social Media Influence

Google Blogger is a powerful and free tool for social media influencers to post their opinions and reviews on a product. These opinions/reviews can act as guide for certain products to raise their sales. The procedure to start a google blogger is given next.

- Create a google account on google.com if you have not created earlier.
- Log on to the website blogger.com in your default web browser.

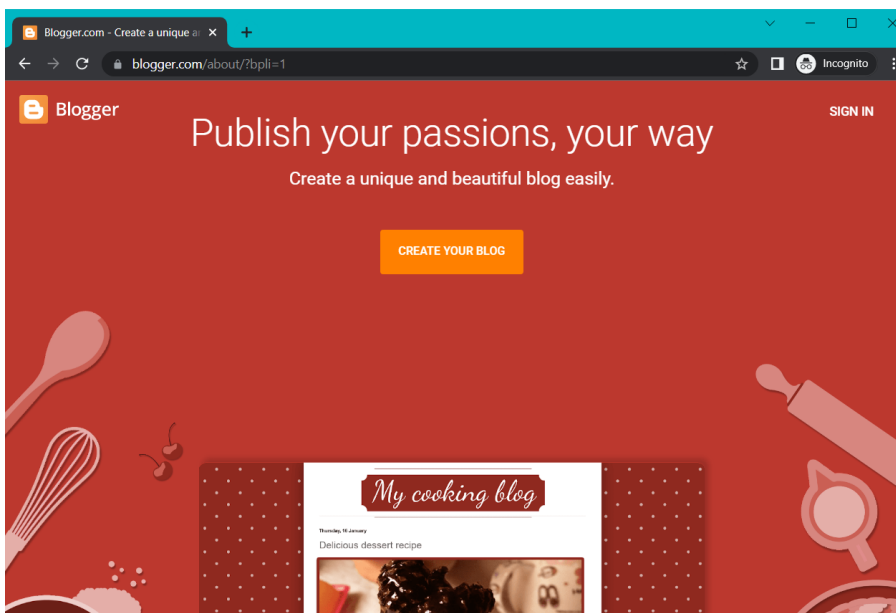
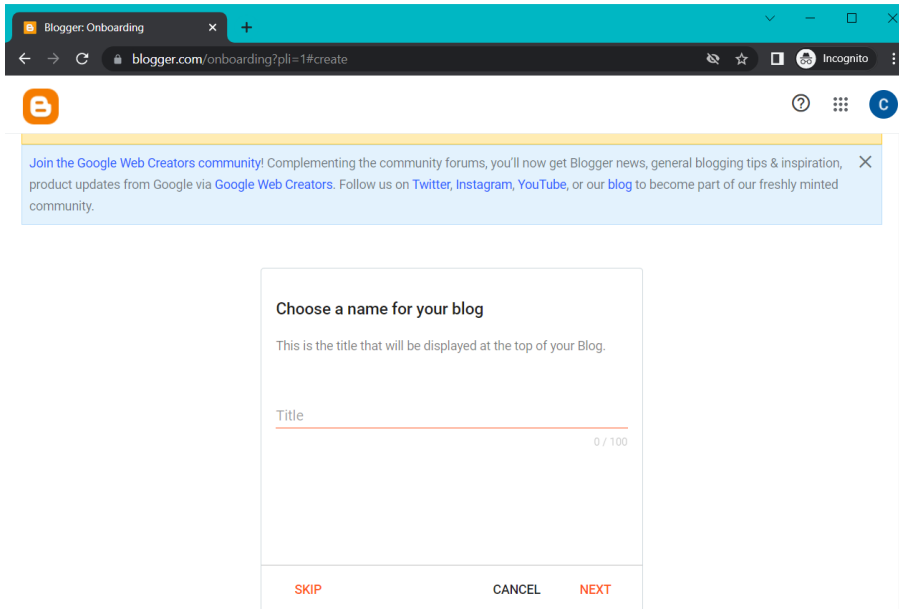


Figure 5.1.1 Blogger webpage

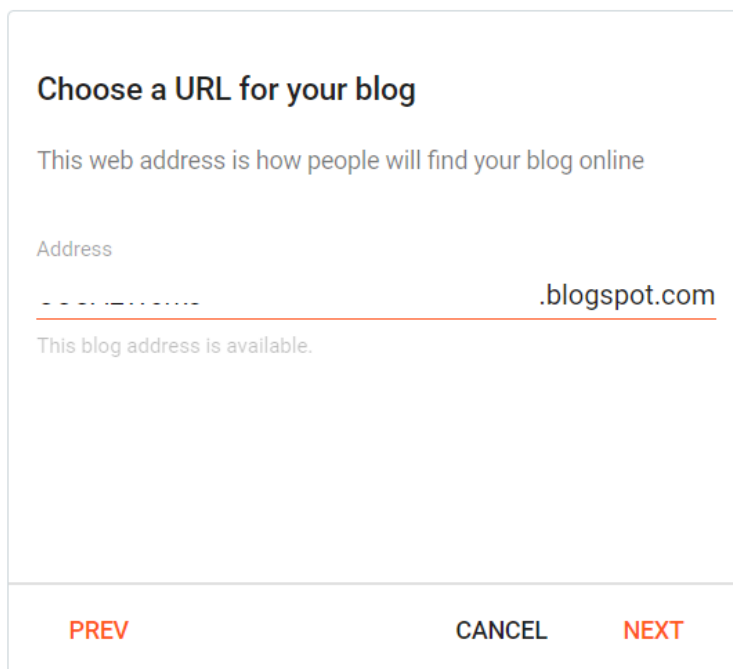
- Click on the Create Your Blog link button on this page. The Google Sign In page will be displayed if you are not logged in. Enter your credentials on this page. Page to specify name of your blogger will be displayed.



The screenshot shows a web browser window with the address bar displaying "blogger.com/onboarding?pli=1#create". The page title is "Blogger Onboarding". A notification banner at the top reads: "Join the Google Web Creators community! Complementing the community forums, you'll now get Blogger news, general blogging tips & inspiration, product updates from Google via Google Web Creators. Follow us on Twitter, Instagram, YouTube, or our blog to become part of our freshly minted community." Below the banner is a form titled "Choose a name for your blog". The form contains the text "This is the title that will be displayed at the top of your Blog." and a text input field labeled "Title" with a character count of "0 / 100". At the bottom of the form are three buttons: "SKIP", "CANCEL", and "NEXT".

Figure 5.1.2 Blogger name

- Type desired name of your blogger and click on the Next button. The webpage to specify web address of your blog will be displayed.



The screenshot shows a web form titled "Choose a URL for your blog". The form contains the text "This web address is how people will find your blog online" and a text input field labeled "Address" with the value ".....blogspot.com". Below the input field is the text "This blog address is available." At the bottom of the form are three buttons: "PREV", "CANCEL", and "NEXT".

Figure 5.1.3 Blogger web address page

- Type a unique name of your blogger web address and click on the Next button. Webpage for your display name will be displayed.

Confirm your display name

How do you want your name displayed to readers of your blog?

Display name

0 / 200

PREV
CANCEL
FINISH

Figure 5.1.4 Display name page

- Specify desired name and click on the FINISH button. The dashboard of blogger will be displayed.

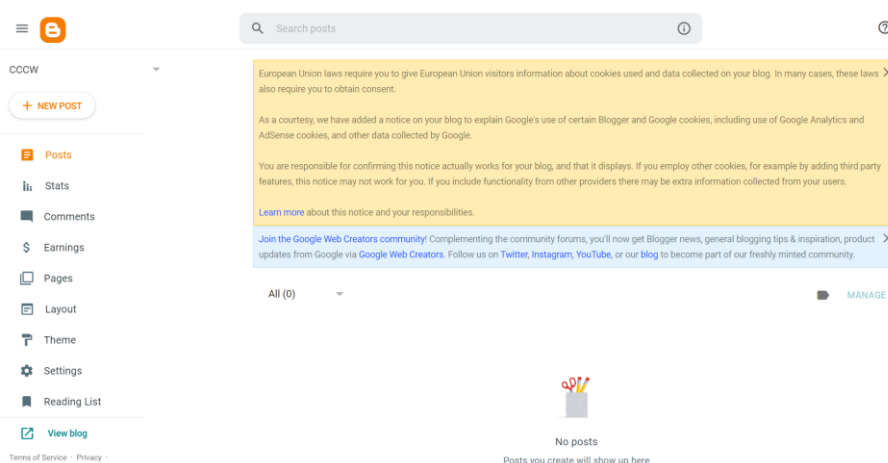


Figure 5.1.5 Blogger dashboard

5.1.1.1 Creating New Blog Post

- Click on the NEW POST button from left corner in the window. Interface to create blog post will be displayed.

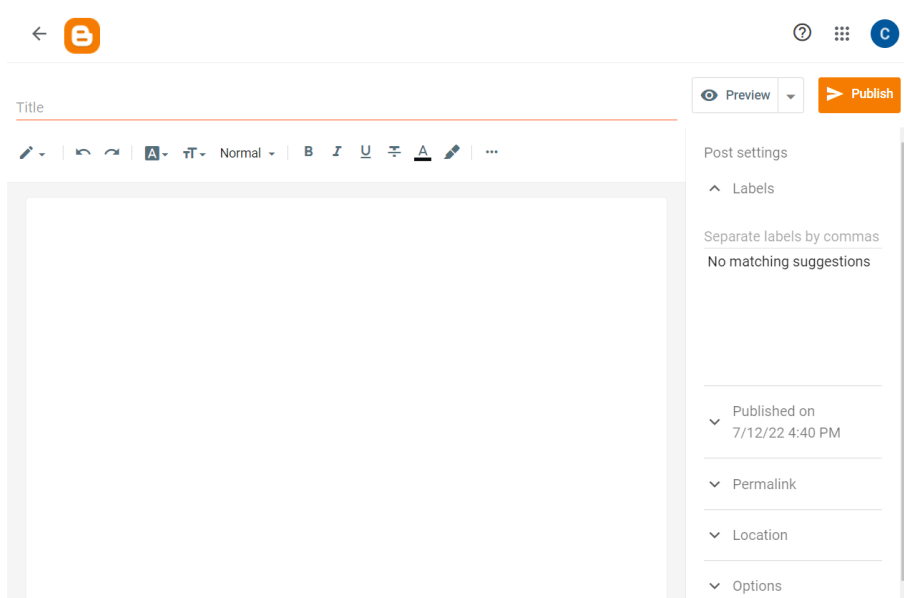


Figure 5.1.6 Blog writing interface

- Expand the Labels rollout at the right in window and type keywords to be used for Search Engine Optimization.
- Expand the Published-on rollout and set desired date/time for your blog post. By default, it is the current date and time.
- Expand the Permalink rollout and select Custom Permalink radio button to give a custom address to the post for easy sharing.

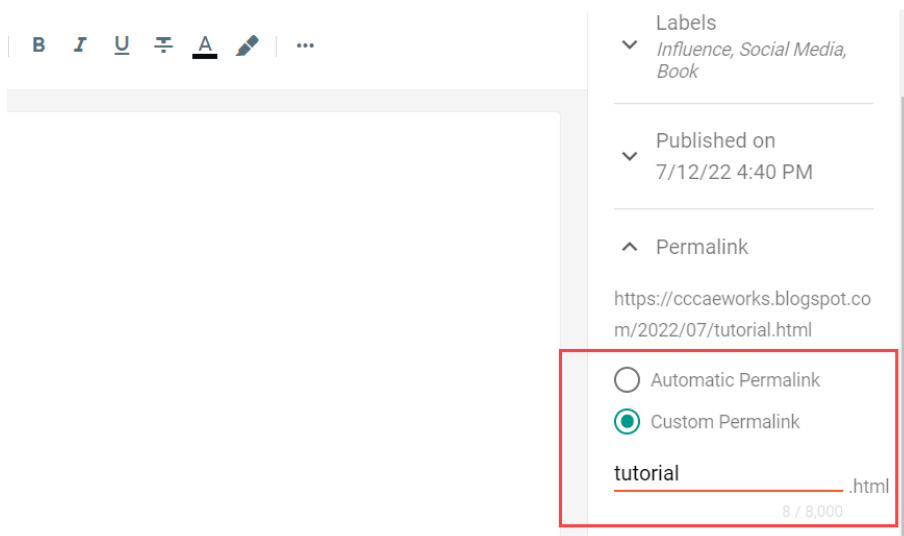


Figure 5.1.7 Applying Custom Permalink

- Similarly, specify location and options for the blog using respective rollouts.
- Click in the Title field at the top in the window to provide title of your blog post.
- Click in the text box area and type desired content. You can also insert video/audio/picture in the content using respective buttons.

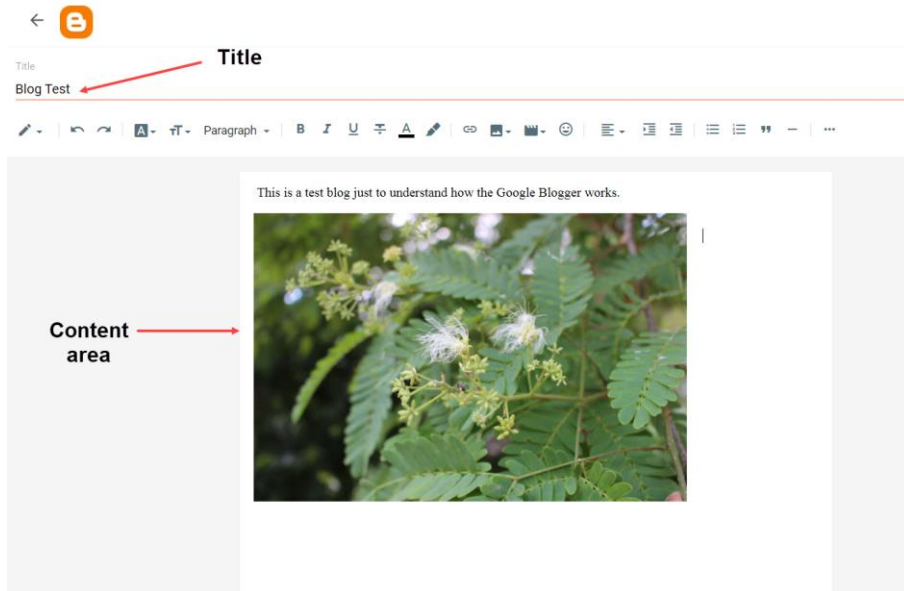


Figure 5.1.8 Writing Blog

- You can use common Word processor formatting tools in the Blogger interface to make your content attractive.
- After writing Blog, click on the Preview button to make sure it looks as desired. The preview will be displayed in separate window.

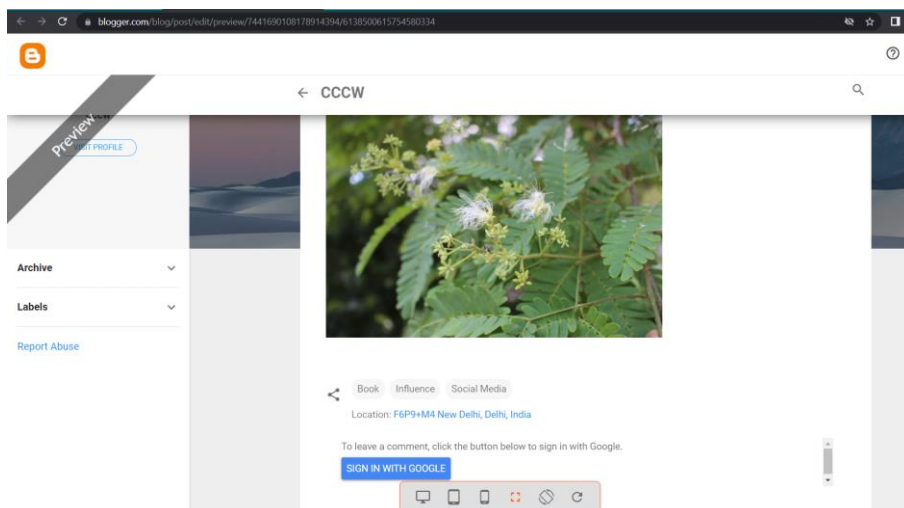


Figure 5.1.9 Blog Preview

- Click on the Publish button to publish the blog on internet. Once it is published, you can share it on various social medias to generate influencer outreach.

5.1.2 Branding of your Blog



A simple blog without brand symbols does not look appealing and authentic to possible buyers. You should always use brand symbols like logo, color scheme, backgrounds etc. to make your post authentic. The procedure to set branding items on your blog is given next.

- Click on the Settings button at the left in the blogger window. The Settings page will be displayed.

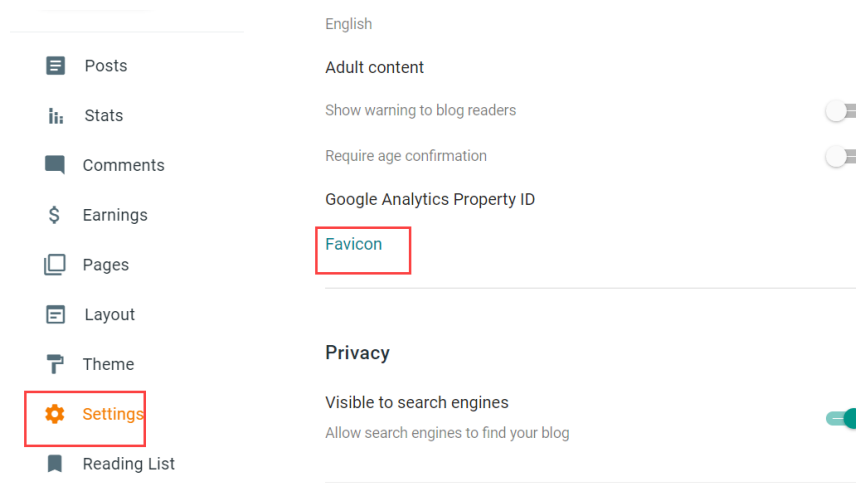


Figure 5.1.10 Settings page

- Click on the Favicon link button from the Settings page. The Configure Favicon page will be displayed in separate window.

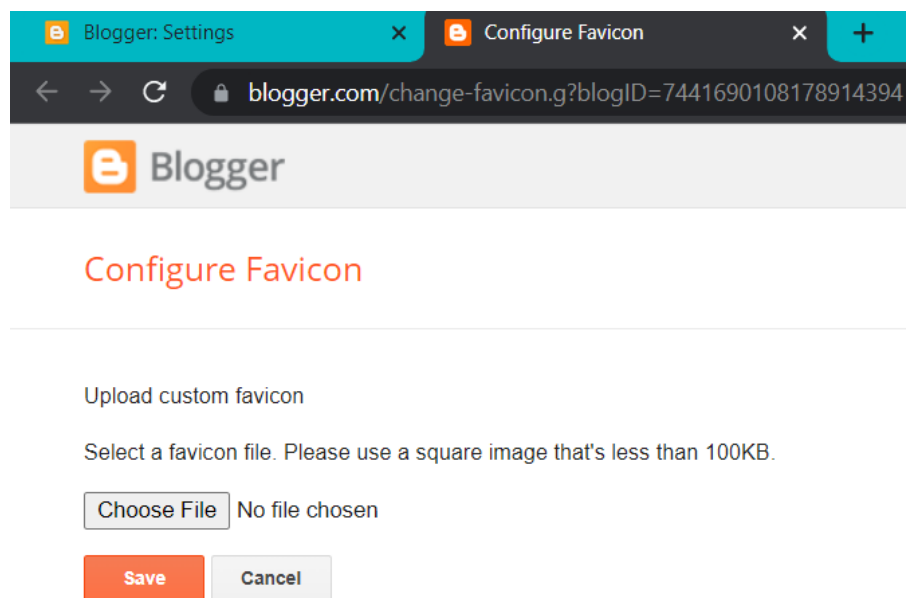


Figure 5.1.11 Configure Favicon page

- Click on the Choose File button and select image file to be used for brand symbol on website. This is generally logo image of your client/company.
- Click on the Theme button to select desired theme for your blogs. The theme page will be displayed.

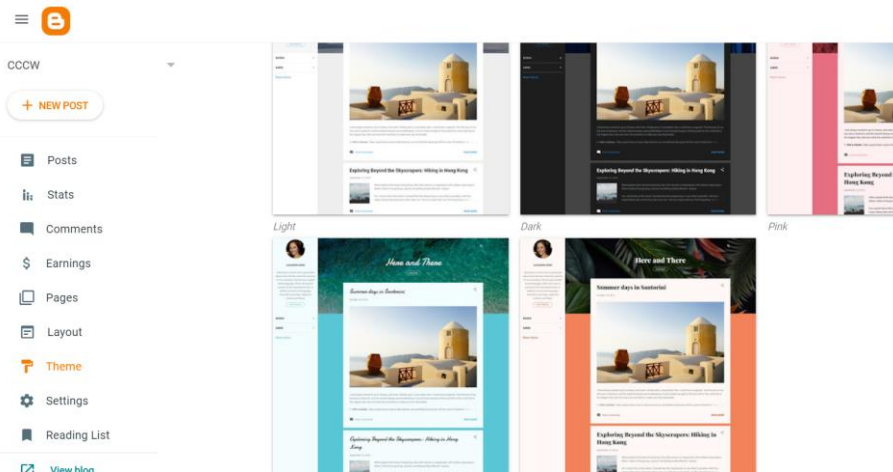


Figure 5.1.12 Themes page

- Select desired theme that suits most to your organization. The options to customize theme will be displayed.

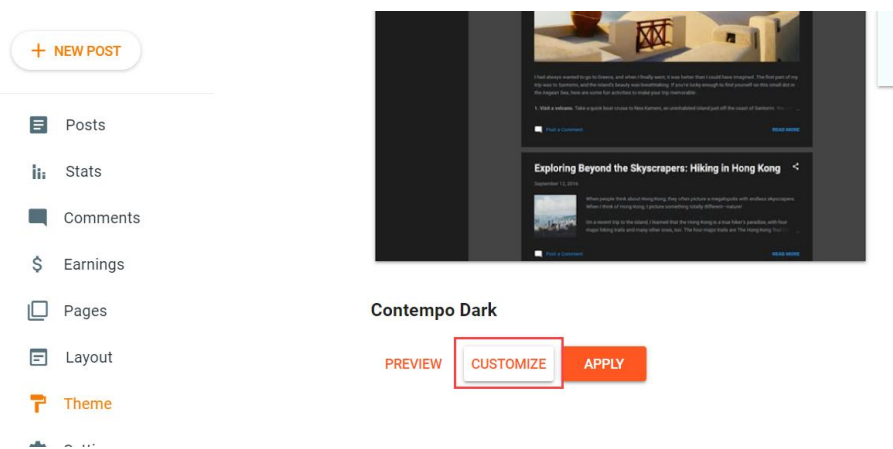


Figure 5.1.13 Customize button

- Set the background, colour, and other theme parameters on this page.

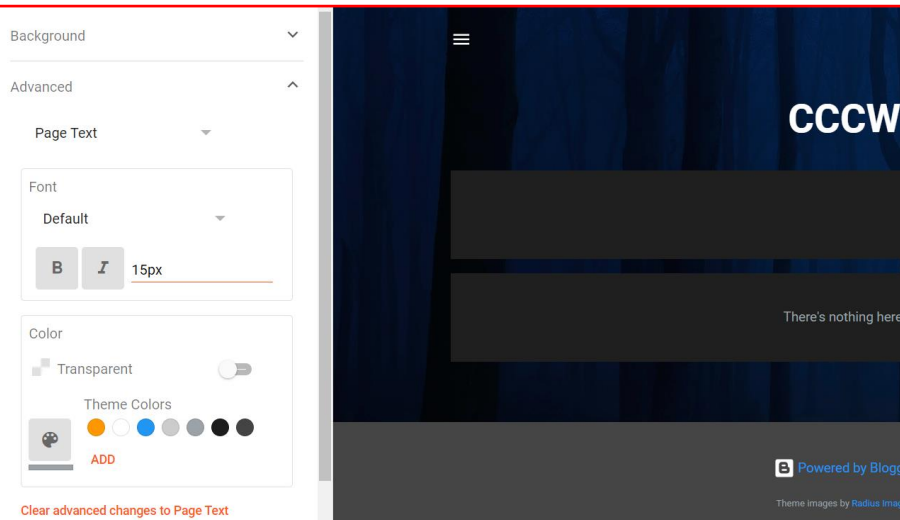


Figure 5.1.14 Theme customization options

- After customization, click on the Save button at the bottom right corner of window and then click on the back button at the top left corner to go back to blogger.

For Statistics/performance of your posts, you can check the Stats page of blogger.

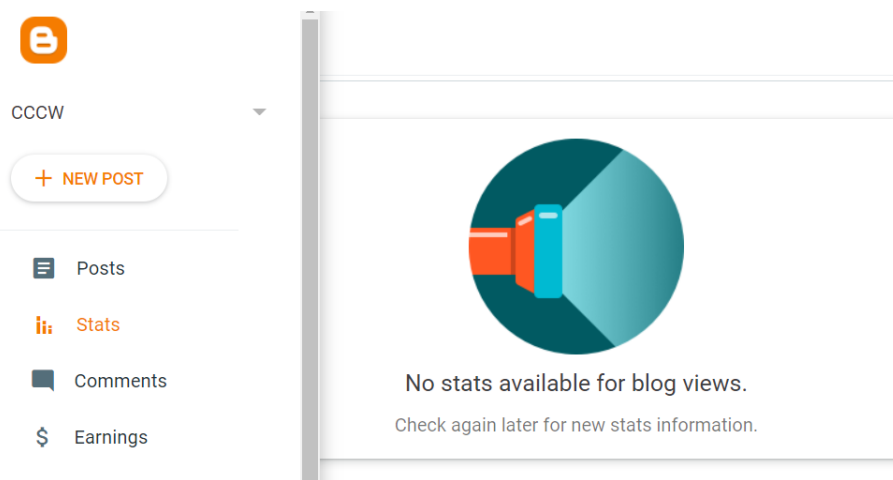


Figure 5.1.15 Stats page

Exercise



1. How do you start a Google Blogger? Write the steps.

2. Write the steps of creating new blog post.

3. How can you create the branding of your blog?

Scan the QR code or click on the link(s) to check related video(s)



<https://www.youtube.com/watch?v=5n-ZpBo7cHI>

Using Blogger for Social Media Influence



6. Health & Safety Comply with Workplace

Unit 6.1 – Safety, Health, and Hygiene

Unit 6.2 – First Aid



Key Learning Outcomes



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

1. Observing and understand the current health, safety, security policies and procedure of organization.
2. Understand the safe working practices pertaining to own occupation.
3. Understand the government rules and policies related to the health and safety including emergency procedures for accidents, illness, fires or others.
4. Identifying the person responsible for health and safety in the working area, including those persons whom to contact in emergency.
5. Identifying the security signals in the workplace fire alarms, staircases, fire warden stations, first aid and medical rooms.
6. Identifying the possible work hazards in the working area which can cause risk to others health and safety.
7. Ensuring 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 6.1: Maintain Workplace Health and Safety

Unit Objectives

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

1. Observing and understand the current health, safety, security policies and procedure of organization.
2. Ensuring 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.

6.1.1 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.

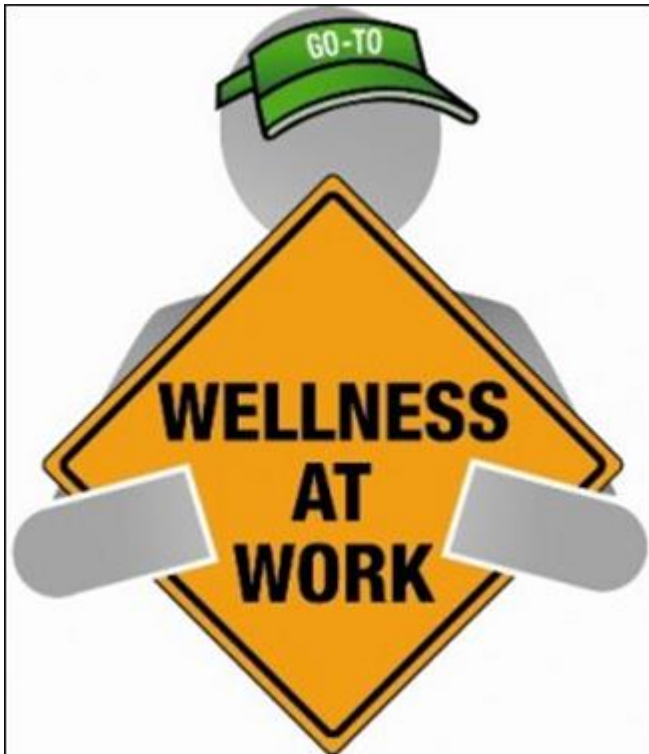


Figure 6.1.1 Conditions for evacuation

- **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.

6.1.2 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.

Are the 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 done the faulty equipment and safety plans. But there is a need of staff training periodically.



Figure 6.1.2 Mock Drills

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 arranged by organization for your personal safety and also 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 also the workers are able to take advantage of facility's fire protection features and exit facilities to protect the people in their care.

Fare excellent exercise designed to evaluate staff response to a replicated emergency. The fare is also a test of facility's fire safety/evacuation strategies and staff training programs. It is not essential that all runs smoothly. That's okay, so long as staff and the organization understand from them and correct mistakes made. It's vital, therefore, that there be a analysis of each drill so that any problems met can be addressed. Perhaps the problems are due to unfinished or outdated fire safety/emigration 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.

6.1.3 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.

6.1.3.1 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 situation 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 person need attention before the 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 the 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 a 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 some kind of 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 & Fractures:

- Immobilize the effected part.
- Stabilize the effected part
- Use a cloth as a sling.
- Use board as a sling.

6.1.4 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

6.1.5 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.



Figure 6.1.3 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.



Figure 6.1.4 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?

Scan the QR code or click on the link(s) to check related video(s)



<https://www.youtube.com/watch?v=dCi5fP9D7hM>

Emergency Evacuation



<https://www.youtube.com/watch?v=Q62UwEPPnrg>

First Aid





7. Annexure










Annexure 1 – Details of QR codes given in the Units



Annexure 1: Details of QR codes given in Units

Module Name	Unit Name	Name of Topic	URL	Page No.	QR Code
Module 1. Introduction	Unit 1.1: Introduction to Media & Entertainment	1.1.1 Media and Entertainment Sector in India 1.1.2 Employability in Media and Entertainment Sector 1.1.3 Evolution of Media and Entertainment Sector	https://www.youtube.com/watch?v=0XbpzVPNjrl	15	 <p>Introduction to Media and Entertainment Sector</p>
	Unit 1.2: Duties and Responsibilities of Social Media Influencer	1.2.1 Introduction to Social Media Influencer Job Role 1.2.3 Opportunities for Social Media Influencer	https://www.youtube.com/watch?v=39A3og7enz8	15	 <p>Job role of Social Media Influencer</p>
Module 2. Preparing Content/Blog for Social Media	Unit 2.1: Social Media Content Planning and Preparation	2.1.1.1 Blogs	https://www.youtube.com/watch?v=JMOyIjisyQI	31	 <p>Types of Blogs</p>
		2.1.1.2 Social Networking Apps 2.1.1.3 Messaging Apps 2.1.1.6 Discussion Forums	https://www.youtube.com/watch?v=gbP25bKxkpg	31	 <p>Types of Social Media Apps</p>

		2.1.2 Planning Social Media Content Strategy	https://www.youtube.com/watch?v=PKUn7wU5slc	31	 Planning Social Media Content Strategy
Module 3. Developing and Implementing Social Media Strategies	Unit 3.1: Social Media Strategies and Implementation	3.1.1 Developing Social Media Strategies 3.1.2 Performance Trackers/Social Media Metrics	https://www.youtube.com/watch?v=PLkGicrv7JI	41	 Social Media Strategies and Implementation
Module 4. Managing Social Media Tools	Unit 4.1: Social Media Tool Selection and Application	4.1.1 Social Media Tools Selection Guidelines 4.1.2 Popular Social Media Management Tools	https://www.youtube.com/watch?v=5Z5i_y9m1Hc	56	 Social Media Tool Selection
		4.1.3 Using Hootsuite for Social Media Management	https://www.youtube.com/watch?v=Ztk6PXD1EjU	56	 Using Hootsuite for Social Media Management
Module 5. Developing and executing influencer campaigns	Unit 5.1: Managing Influencer Outreach Programs	5.1.1.1 Creating New Blog Post 5.1.2 Branding of your Blog	https://www.youtube.com/watch?v=5n-ZpBo7cHI	68	 Using Blogger for Social Media Influence

Module 6. Health & Safety Comply with Workplace	Unit 6.1: Maintain Workplace Health and Safety	6.1.2 Mock Drills/ Evacuations	https://www.youtube.com/watch?v=dCi5fP9D7hM	82	 Emergency Evacuation
		6.1.4 First Aid	https://www.youtube.com/watch?v=Q62UwEPPnrg	82	 First Aid





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