

So Flo School

workbook

Hi friend

I am so excited to help you nail the fundamentals of Social Media to help propel your business in the online space & start converting your content into cash!

This 6 week online course has been created by me Meg, a small business owner who helps fellow small business owners everyday with their Social Media needs.

Let's get into it!

Meg

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The *legal* stuff

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UNDERSTANDING THE *basics*

Understanding social media platforms and where YOU should be focusing your time!

Social Media is so much more than just Instagram and Facebook! We often overlook some of the top platforms like TikTok & Pinterest too.

Depending on your business type can depend on which platform is best suited to you! How do we know that? We have to first know who our ideal client is and which platforms they are using too.

Once we've worked through and established these 2 important points we can start to utilize multiple social media platforms! This allows you to tap into different demographics and expand your reach. By tailoring your content to suit each platform's unique features and audience, you can create a cohesive and engaging online presence.

PLATFORMS *explained*

Traditional social networking sites Examples: Facebook, LinkedIn, X (formerly Twitter), Threads

Used for:

Connecting directly with customers in specific areas, communities, or interest groups.

How your business can use them:

Traditional social networking sites are a great way to amplify your voice and connect with your audience. These flexible platforms are designed to help you share both text and visual content with whomever you like. They share features like networking, event organizing, and advertising.

Traditional social platforms also gather lots of information about their users. This allows you to run specific targeted ads and connect with the right audience to share useful information & promote upcoming local events.

You can also use these platforms to connect directly with customers using direct messaging tools. These can be valuable for customers who are looking for quick answers to simple questions



PLATFORMS *explained*

Image-based social media

Examples: Instagram, Pinterest, Snapchat, TikTok (photo mode)

Used for:

Visual storytelling, brand-building, and social commerce.

How your business can use them:

Almost all image-based social media platforms are great for social commerce. They offer various ways to shop in-app and eliminate the need to drive traffic to an external site.

You can sell directly to your customers by building a robust in-app shopping presence.

Instagram Shopping allows businesses to create a storefront.

You can tag specific products in your images and videos plus mention products in your profile bio.



PLATFORMS *explained*

Short-form video social media

Examples: Instagram Reels, TikTok, YouTube Shorts

Used for:

Sharing short-form video content (usually between five seconds and ninety seconds long)

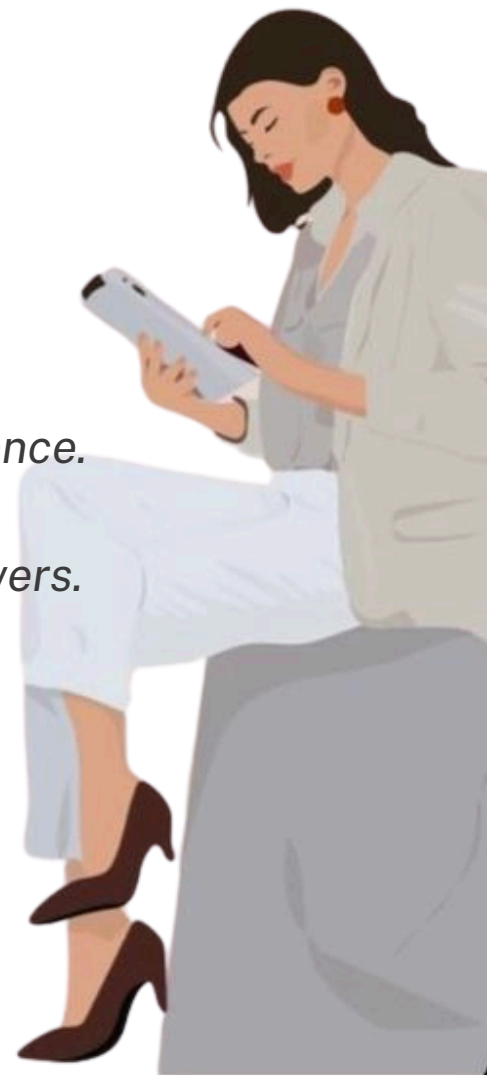
How your business can use them:

Short-form videos are great for driving brand awareness and bringing products to life.

This type of content is quick to film and edit, making it perfect for businesses with a lean social media team.

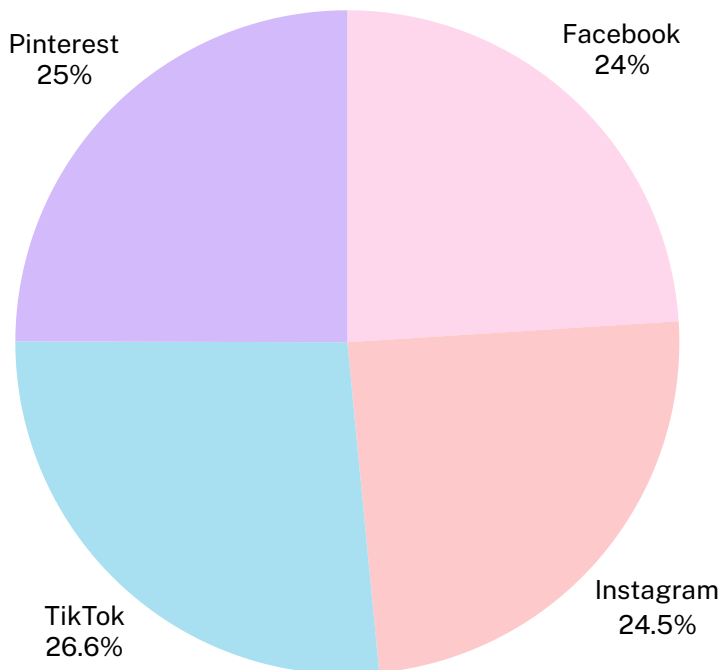
Short on inspiration? The constant stream of trends on each platform means that inspiration for your next short-form video is at your fingertips. Just note that any video content you publish should entertain, educate, and/or inspire your audience.

Videos that feel sales-y aren't going to engage viewers.



PLATFORMS *explained*

- **Facebook:** Ideal for reaching a broad audience, particularly users aged 25-55. Great for community building, customer service, and sharing detailed content like articles and events.
- **Instagram:** Best for visually-driven content and younger audiences, especially those aged 18-34. Perfect for fashion, food, lifestyle, and visually appealing products.
- **TikTok:** Excellent for brands targeting Gen Z and millennials with short, engaging video content. Ideal for creative, trend-driven, and viral marketing.
- **Pinterest:** Suited for niches like DIY, home decor, fashion, and wellness, with a strong female user base aged 18-45. Ideal for sharing visually appealing, inspirational, and educational content.



25-34 YEARS OLD

- 43.7% OF FACEBOOK USERS ARE FEMALE
- 56.3% OF FACEBOOK USERS ARE MALE

18-24 YEARS OLD

- 48.2% OF INSTAGRAM USERS ARE FEMALE
- 51.8% OF INSTAGRAM USERS ARE MALE

18-24 YEARS OLD

- 49.2% OF TIKTOK USERS ARE FEMALE
- 50.8% OF TIKTOK USERS ARE MALE

25-34 YEARS OLD

- 76.2% OF PINTEREST USERS ARE FEMALE
- 17.2% OF PINTEREST USERS ARE MALE
- 6.6% OF PINTEREST USERS DID NOT SPECIFY THEIR GENDER

SOME *statistics*

- 19% of users search for products on Facebook before shopping
 - The global advertising audience of Facebook is 2.249 billion
 - 90% of social media marketers use Facebook to promote their business.
-

- 90% of Instagram users follow a business
 - 2 out of 3 people say Instagram enables interaction with brands
 - 83% of Instagram users say they discover new products and services on Instagram
-

- 58.2% of TikTok users said they used the platform for shopping inspiration
 - 49% of TikTok users say the platform helped them make purchasing decisions
 - 55% of TikTok users made a purchase after seeing a brand or product on the platform
-

- Pinterest is a visual search engine that pioneered online shopping through social media.
- With strong visual connections between products and what users can do with those products.
- Pinterest has gained traction for the dreamers online. Those who create mood boards for inspiration & can
- purchase directly through the images they save.

YOUR NOTES:

Enjoy the process

UNDERSTANDING YOUR IDEAL *client & audience*

IDENTIFYING YOUR *ideal client*

Let's have fun with this and get really deep on who your ideal client is and what they are about.

These days it's less about the standard demographics of age, gender, location, occupation, relationship status

We need to focus on their behaviours, what lights them up, why you're the right person/place for them and where do they hang out, online and in person locations

You can have an avatar or persona for them if that works for you to picture them like that, if you don't that's cool too.

ask yourself

- What are their behaviours
- What traits do they have that connects with your business
- What are their pain points and happy points
- What lights them up
- How does your services/products impact their life
- Where do they 'hang' out

Utilise the worksheet to sit and determine who your ideal client is!

IDENTIFYING YOUR *ideal client*

- What are their behaviours

- What traits do they have that connects with your business

- What are their pain points and happy points

- How does your services/products impact their life

- Where do they 'hang' out

brainstorm

Which platforms are you currently using and how are they working for you?

Do you get a good result from sharing on them at the moment?

Platforms i currently use for my business

- | | |
|---------------------------------|---------------------------------|
| <input type="radio"/> Facebook | <input type="radio"/> LinkedIn |
| <input type="radio"/> Instagram | <input type="radio"/> Pinterest |
| <input type="radio"/> TikTok | <input type="radio"/> Other |

Where do i like to spend my time for my own content consumption

Where does my ideal client ideally spend their time?

YOUR NOTES:

Enjoy the process

OPTIMISING YOUR *bio*

YOUR SOCIAL MEDIA PAGE IS YOUR *shopfront*

So we need to treat it seriously!

Our Bio achieves this for us.

Think of it as a one stop spot for our clients or customers to find everything they need from us in a **SIMPLE** way.

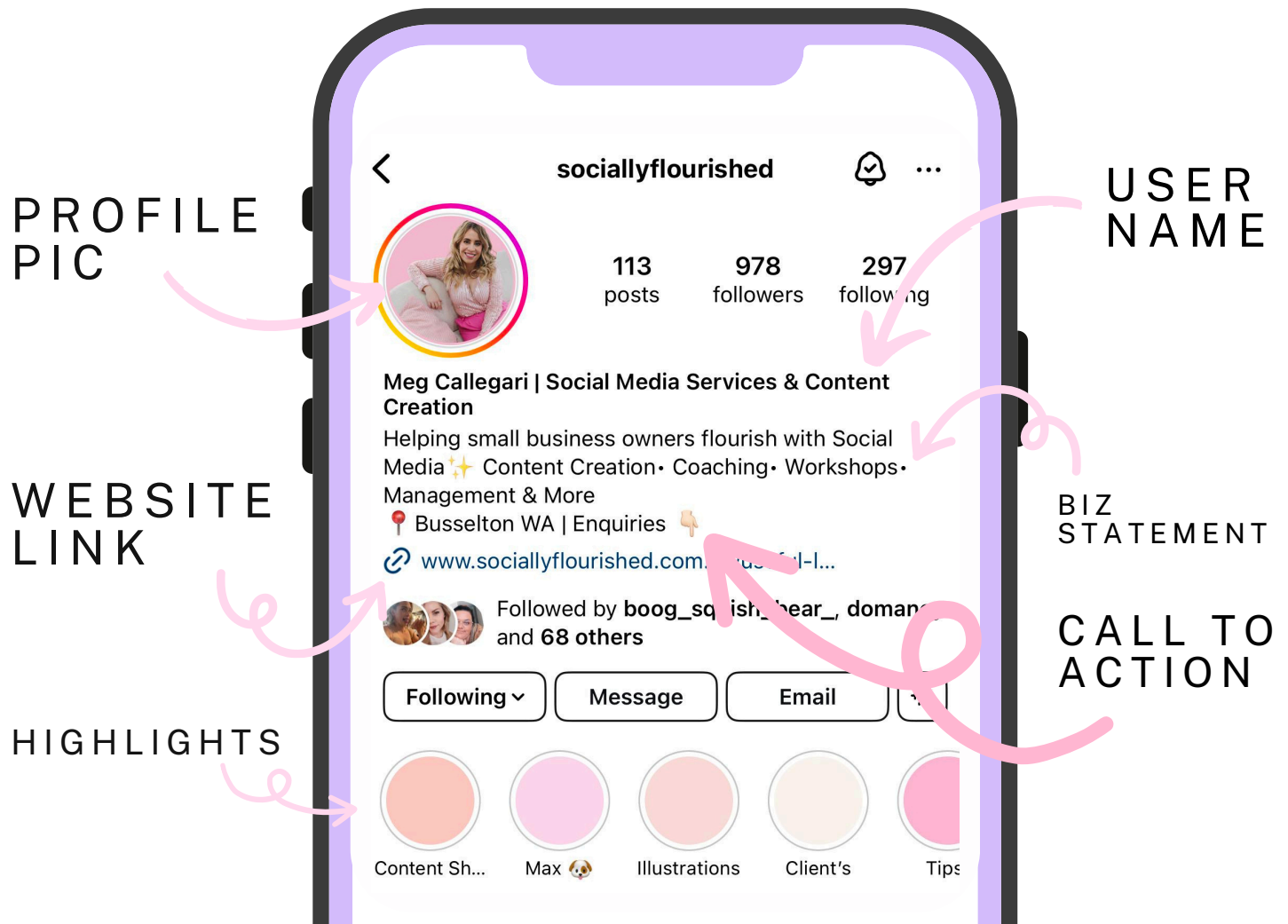
Things to remember:

- Location
- Who you are
- What you do
- How you do it
- Where you do it from etc.

The key with your IG profile is to have an optimised bio. This allows users to find you easily with keywords.

When your bio is set up correctly everything else is easy!

OPTIMISING YOUR *Bio*



Profile Pic

This can be your logo or a clear image of yourself, no busy backgrounds or hard to read fonts.

Name & Title in Bio line is clear

Use keywords that align with your business type and services.

Value Statement

Detail what you do and how you can help / what you offer

Call to Action

Tell your audience what to do next, free downloads, book an appointment etc

Website Link

Direct link to your website which has a multiple links option

Highlights

An easy spot to find relatable information without having to scrolling. Think FAQ's, product info, team members etc

Spend some time brainstorming your new IG Bio here.

Remember once you implement the changes on your profile some things cannot be changed for 14 business days.

- Clear Bio Line - remember your keywords

- Value Statement / Tagline

- Call to action

- Links - website? linktree?

- Highlight Ideas

brainstorm

