



**Entreprises Féminines
Durables**

*Women's Enterprise
for Sustainability*

Social Media for Women Entrepreneurs

Developed by
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Overview

Social Media for Women Entrepreneurs' Curriculum

This Training of Trainers (TOT) includes the trainer's guide, and PowerPoint presentation that will be delivered during the Women's Enterprise for Sustainability Kick-Off conference in September, 2012 in Tunisia. The TOT will prepare trainers from WES Partner Organizations to deliver social media strategic and skills-based training to women entrepreneurs in their communities. The two-day TOT workshop will elaborate on the same content that trainers will deliver at WES Training Centers and provide an overview of content customization and training techniques.

While the bulk of the content in the curriculum will focus on techniques and best practices for using specific social media platforms, it will also offer some simple frameworks for integrating social media into the marketing plan for Women Entrepreneurs' businesses. It will reference the Building Your Business Curriculum (the Entrepreneurship piece of the WES trainings that you will be trained on in October) as appropriate: <http://westunisia.wikispaces.com/BYB+Curricula>.

The social media curriculum can be delivered to women who have not taken the other course offerings in WES as well as for those women who have taken the business planning courses.

Since women entrepreneurs who will be trained by the trainers at the TOT are not yet identified or assessed, the trainer's guide also includes tips and suggestions for how to further customize the curriculum for the participants that ultimately sign up and register for the workshops at their Centers.

This TOT will be primarily skills-based and focus on the technical skills and best practices for deploying the five social media channels. These tools have been selected because they are useful, in general, for women who are marketing products, home-based business, or professional service business.

- Blogging
- LinkedIn
- Facebook
- Twitter
- Pinterest

Learning Objectives for TOT

- To understand the basics and best practices of the five social media platforms and select the right social mix for their business
- To understand the basic steps and frameworks for social media for these business functions: research, customer support, branding/promotion, lead generation and professional networking.

- To adapt and customize the curriculum depending on the whether the audience is novice, beginner, or advanced; interested in marketing professional services or products
- To learn how to make training interactive, hands-on, and engaging

Pre-Training Assessment and Customization of Curriculum

Women who register for these courses will be encouraged to complete a pre-training assessment questionnaire. The survey will ask specific questions about their experience and skill levels in using social media, developing business goals for using social media, and identifying target audiences (business to consumer or business to business). Survey questions are included in the resource section of this guide.

The pre-assessment data will help trainers determine whether they should incorporate more time to helping participants get started and walk them through the set up procedures for the various platforms, if they are beginners or work more on best practices they have some experience. The TOT resources include links to set up social media platforms.

As the curriculum is delivered over time, you will have examples and case studies from real-life participants that you can incorporate into the presentations. Using a digital camera and screen capture software like Snagit, you can add photos of the real-life women entrepreneurs who have taken the program and capture screens of their social media presences.

Format for Workshop Delivery

The social media curriculum may be delivered as a two-day workshop or you may customize the delivery format that works best for the women in your community. The social media curriculum to be delivered by the trainers at WES Centers mirrors the agenda, schedule, and content we will use for the TOT; however, it will not include the content about instructional design and delivery. In the workshops you deliver to women at your training center, you may use that time to walk participants through set up of social media platforms.

If the curriculum is delivered as a series of shorter workshops over several days or weeks, here is a suggested syllabus.

Workshop	Content
Introduction to Social Media for Women Entrepreneurs	<ul style="list-style-type: none"> ▪ Why Use Social Media ▪ Strategic Framework ▪ Overview of the Tools ▪ Open Lab Time for Set Up
Blogging for Women Entrepreneurs	<ul style="list-style-type: none"> ▪ Overview of Blogging for Women Entrepreneurs ▪ Planning a Blog ▪ Best Practices and Practicing
Facebook for Women Entrepreneurs	<ul style="list-style-type: none"> ▪ Overview of Facebook ▪ Planning Your Business Brand Page

	<ul style="list-style-type: none"> ▪ Best Practices and Practicing
LinkedIn for Professional Networking for Women Entrepreneurs	<ul style="list-style-type: none"> ▪ Introduction to LinkedIn for Women Entrepreneurs ▪ Professional Networking Techniques for LinkedIn ▪ Best Practices and Practicing
Twitter for Professional Networking for Women Entrepreneurs	<ul style="list-style-type: none"> ▪ Introduction to Twitter for Women Entrepreneurs ▪ Professional Networking Techniques for Twitter ▪ Best Practices and Practicing
Pinterest for Enhancing Online Retail Sales for Your Small Business	<ul style="list-style-type: none"> ▪ Introduction to Pinterest for Women Entrepreneurs ▪ Planning Your Pinterest Strategy ▪ Best Practices and Practicing

Who Is the Learner?

Here are some basic facts about women entrepreneurs in Tunisia that will help you understand who the learners might be for these workshops.

- The total number of women entrepreneurs is estimated at 18,000, operating in the sectors of handicrafts (11%), services (41%), industry (25%) and trade (22%)
- There have been programs and initiatives over the past decade to train and encourage women entrepreneurs and home-based businesses. Participants may have just started a business or already have a lot of experience running their business and want to incorporate social media.
- Most women business managers are around forty years old, according to a survey conducted by the National Chamber of Women Entrepreneurs.
- Tunisian women invest in several fields, namely, information and communication technologies (ICTs), services, consulting, advertisement, audio-visual, software, etc.
- According to the same survey, most of women entrepreneurs are married and mothers of at least two children (70%). This shows that Tunisian women are able to reconcile family and professional life, contrary to prejudices.
- The survey also shows that over 74.5% of women entrepreneurs have a higher education level and more than 87% among them have managed to set up their businesses without relying on family property.

Women Entrepreneurs in Tunisia and Use of Social Media

There are some examples of women entrepreneurs, business professionals, and activists in Tunisia who have turned to social media to market their businesses or for professional/business networking. These examples are from early adopters which mean there is so much potential.

- Nour Bouakline is a living example of how women can use social media to their advantage. Nour started her blog to share her passion for food in 2010. She used the blog to share recipes, tips and pictures of her creativity with food. She moved to writing in food columns for online and print magazines including “Sanafa” (which means good cook in Tunisian Arabic). She also launched her Facebook page and built an online community of her fans. She used social media to market her skills and regularly receives requests for cooking assignments in her community.
 - Nour’s personal Facebook profile: <https://www.facebook.com/nourbouaklinezi>
 - Nour’s Facebook Page: <https://www.facebook.com/pages/Un-peu-de-tout-beaucoup-de-moi/172771886103523>
 - Nour’s Blog: <http://un-peu-de-tout-beaucoup-de-moi.over-blog.com/>
 - Facebook page of magazine "Sanafa" <https://www.facebook.com/Magazine.Sanafa>
 - Facebook page of online magazine "Tendances Magazine" (Nour contributed to this magazine) <https://www.facebook.com/tendance.tn>
 - Website of “Tendances Magazine”: <http://www.tendancemag.com/>

There are other examples of women business professionals or entrepreneurs on LinkedIn who are using it for professional networking:

- Neziha Chakroun Ben Said - [http://tn.linkedin.com/pub/nezaha-chakroun-ben-said/28/629/111\(textile](http://tn.linkedin.com/pub/nezaha-chakroun-ben-said/28/629/111(textile) and interior design)
- Douja Gharbi - [http://tn.linkedin.com/pub/douja-gharbi/5/3aa/3b2\(textiles](http://tn.linkedin.com/pub/douja-gharbi/5/3aa/3b2(textiles))
- Houda Khaznaji - [http://tn.linkedin.com/pub/houda-khaznaji/29/4b9/186\(management](http://tn.linkedin.com/pub/houda-khaznaji/29/4b9/186(management) consulting)
- Leila Aouichri - [http://tn.linkedin.com/pub/leila-aouichri/15/623/670\(management](http://tn.linkedin.com/pub/leila-aouichri/15/623/670(management) consulting)
- Sihem Mahjoub - [http://tn.linkedin.com/pub/sihem-mahjoub/13/a94/861\(computer](http://tn.linkedin.com/pub/sihem-mahjoub/13/a94/861(computer) software)
- Zohra Ben Mansour - [http://tn.linkedin.com/pub/zohra-ben-zakour/21/3a4/414\(financial](http://tn.linkedin.com/pub/zohra-ben-zakour/21/3a4/414(financial) services)
- Ghrairi Houyem - [http://tn.linkedin.com/pub/houyem-ghrairi-ep-trimech/31/6a4/771\(international](http://tn.linkedin.com/pub/houyem-ghrairi-ep-trimech/31/6a4/771(international) trade consulting)
- Aida Kallel - [http://tn.linkedin.com/pub/aida-kallel/26/205/8b7\(professional](http://tn.linkedin.com/pub/aida-kallel/26/205/8b7(professional) training and coaching)

Social Media Women Entrepreneurs in the Arab World and Beyond

A scan of social platforms to find influential women from the Arab World who are using social media lead to this list of 187 women who have great influence and use Twitter.

(<https://twitter.com/#!/Shusmo/top-arab-women-on-twitter>). These women represent almost all sectors of the economy – entertainment, business professionals, journalists, activists, and entrepreneurs. The list includes:

- Nada Abandah is the founder and consulting manager of Intrinsic Management Services offering organizational maturity services for the regional market and is based in Jordan.
 - <https://twitter.com/NadaAbandah>
 - <http://about.me/nadaabandah>
 - <http://www.linkedin.com/in/nadaabandah>

- <https://www.facebook.com/IntrinsicTips>
- Zeinab Samir is the co-founder of SuperMama, a site for busy professional Arab women who are also mothers.
 - <https://twitter.com/ZeinabSamir>
 - <http://about.me/zeinab>
 - <http://www.supermama.me/>
- Sharifaal Barami is founder and CEO of Al Jazeera Technical Solutions LLC and its subsidiary Al Jazeera Training as well as Managing Director of Al-Jazeera Global Services & Investments (AGSI).
 - <http://www.linkedin.com/in/sharifaalbarami>
 - <http://profile.typepad.com/omnentrepreneur>
 - <https://twitter.com/OmnEntrepreneur>

Examples of Women Entrepreneurs Using Social Media in U.S.

You can find many examples of women entrepreneurs in the United States using social media and even a few who have developed some of the leading social platforms through “VCEIPO” which is a Twitter profile described as: *Silicon Valley's Global Women Ecosystem = female omni-powerful-dominate VCs Angels, Leaders, Entrepreneurs, Inventors, Innovators, Founders. CHWMN, CEOs, Philanthropists.*

VCEIPO’s list of women entrepreneurs on Twitter includes some of the most successful women businesses in the Silicon Valley: <https://twitter.com/#!/VCEIPO/women-entrepreneurs>

Learner Personas: Women Entrepreneurs in Tunisia

Since we do not know the exact profile of the learners who will register for the WES workshops, the following generic personas have been developed to focus the curriculum and will be used as examples along with real-world examples.

Hela’s Tunisian Home Handicrafts

Hela is passionate about designing and making Tunisian handicrafts and home décor items, especially kitchen fabrics (napkins, tablecloths), hand-woven rugs, and pottery. She uses Tunisian “Maltese” cotton known for its durability. Several years ago, she launched a business to manufacture and sell these items outside Tunisia. Today, her business employs 4 full-time workers to produce the products. She and her sister run the business operations and they oversee financial processes and marketing. Most of her sales result from participating in crafts fairs and trade-fair delegations visiting from outside of the country. She wants to use LinkedIn for professional networking so she can learn about educational conferences, trade fairs, and other opportunities to leverage sales through trade fairs. After doing a market analysis, she believes there is a good potential to grow her business by selling directly to

consumers online. She wants to use a Yahoo Store and use social media to drive online sales at the store. She has set up a web presence that showcases her product line and is linked to the e-commerce application. She has prepared a search engine optimization (SEO) strategy and will also use search engine ads, but she needs to incorporate social media channels including a blog, Pinterest, and Facebook. She plans to add another staff position to handle all marketing and communication, including her website, online store, and social media presence.

Douja's Communications and Advertising Agency

Douja graduated from university with a dual degree in IT and marketing. She is also a talented graphics designer and writer. She can easily teach herself new software and create attractive presentations, brochures, and websites that have a professional look. While in college, she earned extra money by building websites, or designing brochures and PowerPoint presentations for small businesses and even some larger corporations. After college, she got married and had two children, and started a parenting blog that was very popular. Now that the children are entering school, she wants to get back into the workforce. She is looking to start a home-based business using her skills and need for flexibility in hours. She has just finished the WES trainings on Build Your Business (BYB) and has a business plan to start a small communications firm that will allow her to work flexible hours. She wants to use social media to raise awareness and get leads for her business. Since her business is just starting, she plans to limit her presence to one or two tools until she can expand her staffing. Since she is also a good writer and comfortable with blogging, she decides that a blog and LinkedIn are the best places to start.

Roudha Pastry Shop

Raoudha opened a home-based pastry making business ten years ago after she got married. At first, she directly sold pastries from home, but little by little the business grew into a retail shop. Her pastries are well known to Tunisians because she uses high quality ingredients, provides good customer service, and her store is aesthetically beautiful as is the packaging. She has been a master at understanding what customers want.

In Tunisia, with more and more women working or running businesses, Raoudha's pastries are in high demand. Women do not have the time to make pastries, so they turn to pastry makers. Raoudha has a high quality product and has done an extraordinary job marketing her products in Tunisia through traditional marketing channels and word of mouth. She has also been successful in the international market; her products are also sold in France and the Middle East. She now sees the possibility of opening up an online store to serve directly to consumers in the countries where she has stores. She wants to use social media as part of her marketing plan for online sales.

With more and more people in Tunisia embracing social networks like Facebook and Twitter, she also wants to use these channels to support customers in-country as well as support and get more Tunisian customers. Her strategy includes using a blog, Facebook Brand Page, Pinterest, and Twitter. Her company already has a full-time marketing staff person who will be responsible for implementing the social media strategy.

Amel's Cultural Tours

Amel turned her love for Tunisian's vivid culture and history and its landmarks into her major at colleague. As part of her graduate thesis, she wrote about the Punic and Roman archaeological sites in Carthage and other historical areas around the country. She also studied architecture and has an in-depth knowledge of masterpieces of Arab Islamic architecture. Supporting herself as a tour guide, she specialized in the history of the numerous civilizations that conquered Tunisia—Phoenicians, Romans, Byzantines, Arabs, Spaniards, Ottomans, and the French. There seemingly isn't a single structure in the country that she can't speak at length about. She's worked as a tour guide for 10 years, and has learned to speak four languages fluently to accommodate the whole spectrum of tourists that normally visit Tunisia.

She wants to start a business focused on upscale tourists that takes them on guided visits to historical landmarks rather than working for someone else. Tunisia's beautiful historical treasures attract over 6 million tourists from all over the world each year. She attended WES trainings and has a business plan and marketing strategy. She wants to use social media for professional networking and to connect with people from hotels, tourism, and industries that serve tourists to get her information out there. She also wants to connect with travel journalists to write about her business. Through her research, she also discovered that there is opportunity for us to reach potential tourists directly through the web and social media channels. She needs to learn how to use social media channels to support her marketing strategy and has decided to use a blog for her presence and use LinkedIn and Twitter for professional networking. When her business is established, she will expand to marketing directly to tourists who might book her tours online and use Facebook and Pinterest, but that is for a later stage.

Marwa's Leather Notebook

Marwa's family, for many generations were shoemakers, creating slippers and sandals for men and women. The men's slippers are usually the natural color of the leather, while women's are generally of embroidered silk, cotton, gold and silver with floral patterns. Marwa is the first in her family to attend university, getting a scholarship for a business degree. Still in school, Marwa took the WES course and decided to start a small business that helps her with school expenses and provides income for the older widows that now make the shoes. She has developed a new line of products, leather covered notebooks using the same leather and designs on the shoes. She has a website that includes photographs and prices for the items. She has been connecting with the larger International NGOs who have purchased the notebooks and folders for their meetings and conferences based on seeing samples and the photographs from her website. She just completed a market analysis and wants to use social media for business networking to sell her notebooks to businesses that are hosting professional events or in gift or department stores in Tunisia.

Resources:

- Profile of Women Business Owners

<http://allafrica.com/stories/201203130795.html>

- Women Business Owners in Tunisia
http://www.africanmanager.com/site_eng/detail_article.php?art_id=15751.

The Potential of Women Entrepreneurs and Social Media

Marwa, Hela, Amel, Douja, and Raoudha are well-equipped to thrive in this digital age and run a successful business. Entrepreneurship in the digital age lends itself to childcare, a consideration that affects any discussion of women in the workforce. Virtual workplaces and digitally mobile lifestyles give aspiring women entrepreneurs the flexibility to achieve that balance. Digital and social media tools mean that women can now build a business from home and create unique work schedules and they can do so cheaply.

But more importantly, many women possess certain skills that make them likely to be successful with social media:

1. **Women possess strong communication skills and social intelligence.** These important offline skills easily translate to using social media well.
2. **Women are good listeners.** Women tend to be good listeners and good at drawing people into conversation. This translates to several advantages for the entrepreneur, who can better attune herself to customer needs and build more effective teams of employees, contractors and partners. In fact, many women entrepreneurs often describe building their business as building a team. And those skills are also a plus when it comes to using social media.
3. **Women collaborate.** Women have worked well together since the earliest female enterprises, whether dividing grains in the village or working in crafts cooperatives. Women are consensus builders, conciliators and collaborators, and they employ what is called a transformational leadership style — heavily engaged, motivational, and extremely well suited for using social media.
4. **Women may prefer lower risk opportunities.** The digital age offers a wealth of low-risk opportunities. Ventures like blogging, web-based services, and ecommerce and software development require smaller upstart costs than manufacturing-based, brick and mortar type businesses. Cloud-based tools and virtual workforces further lower the cost of entry, making the idea of starting a business more feasible and/or palatable for risk-averse entrepreneurs.

Resource:

Why Women Are Better Suited To Be Entrepreneurs in A Digital Age

<http://mashable.com/2011/10/25/women-entrepreneurs/>

Selecting The Right Mix of Social Media Channels

We also recognize that many of these women entrepreneurs who sign up for these workshops may not have need or capacity to devote full-time to supporting their social media channels. Therefore, the curriculum will emphasize taking a selective approach, focusing on adopting different tools or one tool

at a time and only the tools that make sense to reach their target audiences. Some of the social media tools will be more useful for marketing professional services, for example LinkedIn. Other tools might be more useful for marketing a business that is selling a product, for example Pinterest. Others will work for both.

The choice of which tool or combination of tools to select depends on the answers to the following questions. These questions are included in the participant survey:

- What is the business objective for using social media? Is it for brand or product promotion? Is it to generate leads? Is it for supporting current customers? Or do you need to network and identify potential business-to-business partners?
- Who is the current or potential customer? Are you reaching out to consumers or is it a business-to-business target group or combination? Can you reach that audience target through social media channels?
- How much time do you, the business owner, have to invest in implementing social media relative to other business marketing tasks? What is the optimum investment of time in social media compared to other channels?
- Who is the point person for all social media activity?
- How will you define and measure success? Which social media platforms will you invest in?
- What tools do you need to automate certain tasks and/or make them more efficient?

Starting or running a small business takes time and resources. Choosing how to spend time and money therefore is a tricky decision, particularly when it comes to marketing and integrating social media.

Social media is an inexpensive and easy way to grow sales. However, it is important to have a strategy behind the choice of tools.

Small businesses use social media for the following reasons:

- Connect with your current or potential customers
- Increase visibility for your brand, product, or business
- Promote online sales of your product
- Professional networking and connecting with business-to-business resources

It is important for your participants to understand their customers and invest the time to create and use social media tools successfully to deliver any one of the above results.

Encourage participants enrolled in your training to consider the following questions:

- **Understand Your Customers**

Without knowing the social behavior of your audience, how do you know they're going to be spending time in the same social networks as you? If you're developing business-to-business relationships, are your customers really going to be looking on Facebook for the next partnership? If you are unsure what the social landscape looks like in your industry, conduct market research in order to get a better sense of

your customers' social behaviors. In each of the segments, we include market research data about users of these tools.

- **Focus on Results**

Social media covers a huge array of activities so, without a clear strategy, you risk wasting time and effort to achieve what could amount to not very much. While you won't need to hire a full-time person to do your social media or spend all your time blogging, you'll need to spend time finding or creating content to share. In addition, customers are becoming accustomed to rapid responses if social media channels are open, so you will need to look at ways to be efficient.

- **An out-of-date online profile is worse than none at all**

If you start an online profile but don't keep it fresh, you'll damage your brand and customer experience, leaving readers wondering what else you leave neglected. It can be hard to be the only voice behind your business' online presence, but do you have anyone you trust to communicate on your behalf to potential customers?

Social media is an amazing opportunity for women-run businesses, leveling the playing field and bringing growth to those who really deserve it. As long as you keep your business sense sharp and bear in mind the advice above, social media can be a lucrative way to drive sales.

POST Framework

This is a simple business framework that can help entrepreneurs think through their social media integration strategy and selection of tools. The POST framework is elaborated as:

1. **People** - the customers that are most likely to engage with you through social media channels
2. **Objectives** – creating SMART objectives to achieve your social media goals
3. **Strategies** – designing approaches to increase participation of and interaction with your customers
4. **Tactics** – the social media tools and marketing tactics to achieve your business goals

POST FRAMEWORK	
P	People
O	Objectives
S	Strategies
T	Tactics

People

These are the customers that are most likely to engage with you through social media channels. You need to define who they are, and to use measurement and monitoring tools to figure out who is actually engaging as you go forward. These will be the people for whom you create content and other tactics going forward. Take some time to figure out who these people really are and who you want to attract.

You may be focusing on one of two or both types of audiences:

- **Business-to-Business Networking:** Social media tools, especially LinkedIn and Twitter can be valuable business networking tools for entrepreneurs. These can be used to extend and enhance face-to-face networking activities or help you find new people who can be valuable to your business goals, who you may not have otherwise known.
- **Consumers:** You may want to reach people who will purchase your product online or are existing customers and you can provide customer support through social media. Social media can inexpensively help you raise brand or product awareness. You will want to specifically identify the audience you hope to reach and understand if they participate on the social media channels you are using.

Questions to answer:

- What do your customers need?
- How can your service or business help the customers?

Objectives

It is critical to have measurable objectives. We will cover these in more depth for each of the social media tools, but suffice it to say that everything flows from having strong SMART objectives. The key is having a clear idea of what you want to happen, what actions you want people to take, as a result of your social media effort (will they buy, try, attend, etc.).

Specific	Significant and Simple
Measureable	Meaningful and Manageable
Attainable	Achievable and Acceptable
Relevant	Results-oriented and Realistic
Time-Specific	Time limited and Tangible

Strategies (Approaches)

Some specific strategies include service, participation, deals, community building and influencer relations.

- **Service:** You can use social media channels to provide customer service. Lots of companies have done this, including @comcastcares, @netsolcares and @coffeegroundz.
- **Participation:** This is a strategy aimed at getting your community to participate with your brand. It can be letting your fans help you to provide information, or just one that looks to get the maximum participation on your social channels with comments and 2-way communication. This usually requires dedicated staff time.
- ‘Show me your Mumu’ effectively uses the Facebook page to engage their clients: <https://www.facebook.com/showmeyourmumu>

- **Deals:** Many companies use deals as one of their strategies for interacting with fans. Giving coupons and other breaks can be a good way to reward fans. However, remember that consistent discounting may devalue your brand. For instance, some brands have opened a Twitter account that carries nothing but the latest deals (see @delloutlet). You can have a separate account for these. Sprinkles Cupcakes – drove more than 50 additional people in each store location through "whisper codes." Their Page is at <https://www.facebook.com/sprinkles>.
- **Community Building:** This is the process of engaging current and potential customers around your product or brand. This takes time, but ultimately you can generate a lot of word of mouth referrals for your business. Sanafa magazine and Association Tunisienne des Randonneurs are great examples for understanding community engagement through Facebook pages: <https://www.facebook.com/Magazine.Sanafa>
<https://www.facebook.com/randotunisie>
- **Influencer Relations:** A very popular strategy is for companies to work with influencers (usually bloggers and people with a large social presence) to showcase products and services. Usually this requires allowing the influencer(s) to sample what you have to offer. You need to find bloggers that write about the type of work you do. Most won't just write about you the same way a journalist would. The best way to get them to show an interest is if you create an experience for them. A gathering of local bloggers to discuss an issue that tangentially relates to your product or service.

Resource:

Becoming a resource is a very common strategy, also called content marketing. It is so popular that we have a whole section of the training today devoted to it. Suffice to say that this allows a business, or business owner, to become a thought leader in his or her industry.

These are just a few of the most popular strategies. You may choose a different strategy that would make more sense for your business.

Zeinab Samir, co-founder and Product Director at SuperMama, shares resources of interest to her customers via her twitter handle: <https://twitter.com/ZeinabSamir>

Tactics and Technology

Finally, you can decide what tactics you will use. This includes the social media tools (the focus of the curriculum) as well as other marketing tactics.

Notice that tactics come last, it is always tempting to say, "I have a blog or a Facebook page, what should the strategy be vs. we have this business goal, does it make sense to use a blog or Facebook page to reach that goal."

Applying the Post Framework

Let's take one of the personas and illustrate how to apply the POST framework.

NOTE: Refer to Strategy Worksheet

Amel's Cultural Tours

Amel turned her love for Tunisia's vivid culture and history and its landmarks into her major at college. As part of her graduate thesis, she wrote about the Punic and Roman archaeological sites in Carthage and other historical areas around the country. She also studied architecture and has an in-depth knowledge of masterpieces of Arab Islamic architecture. Supporting herself as a tour guide, she specialized in the history of the numerous civilizations that conquered Tunisia—Phoenicians, Romans, Byzantines, Arabs, Spaniards, Ottomans, and the French. There seemingly isn't a single structure in the country that she can't speak at length about. She's worked as a tour guide for 10 years, and has learned to speak four languages fluently to accommodate the whole spectrum of tourists that normally visit Tunisia.

She wants to start a business focused on upscale tourists that takes them on guided visits to historical landmarks rather than working for someone else. Tunisia's beautiful historical treasures attract over 6 million tourists from all over the world each year. She attended Wes trainings and has a business plan and marketing strategy. She wants to use social media for professional networking and get connected with people from hotels, tourism, and industries that serve tourists to get her information out there. Through her research, she also discovered that there is opportunity for us to reach potential tourists directly through the web and social media channels and online store. She needs to learn how to use social media channels to support her marketing strategy and has decided to use a blog, Pinterest, Twitter, and Facebook.

Goals:

- To use social media as a business tool to connect with key people in the Tunisian tourism industry who may share information about her tours with tourists.
- To connect directly with tourists online who are in Tunisia or planning a visit and looking for a highly quality cultural tour.

People

Business Networking:

- Hotel managers from upscale hotels who provide tourist information to guests
- Tourism information providers in Tunisia – kiosks, offices, and others

Tourists:

- English speaking people planning a visit to Tunisia who are interested in the culture and history
- French speaking people planning a visit to Tunisia who are interested in the culture and history
- Arabic speaking people planning a visit to Tunisia who are interested in the culture and history

Objective

Business Networking:

- To connect with 50 people in the Tunisian tourism and hotel industry via LinkedIn by December, 2013

- To cultivate 20 connections and encourage them to link to her online site by December, 2013

Tourists:

- To attract 1000 visitors per month to visit the blog/web site by December, 2013
- To convert 3% of visitors from social channels to online store to purchase tour tickets by December, 2013
- To generate 20 referrals from past customers to their friends via social channels

Strategy and Tactics

Amel's strategy is to identify, connect, and cultivate business to business network to help get the word out to potential buyers of her tours. She develops a prospect of list people to research on LinkedIn, identify if there are any events where she can meet them face-to-face, and ways to cultivate relationships on a regular basis.

To reach online consumers, she decides that becoming a resource on Tunisian cultural and historical landmarks is a great match. She decides to start a blog focusing on the architecture, culture, and history of Tunisia – and develops an editorial calendar so she cover every landmark over the course of the year. Her blog posts are cross posted on the Facebook, where she answers questions about Tunisian historical landmarks and culture.

She also starts a Twitter profile and also starts live tweeting her tours and answering questions about Tunisian culture and promotes her online store.

Finally, she starts a Pinterest account that showcases different Tunisian hotels, landmarks, and her tour routes. All link back to her blog and web site and store.

TOT Participant Agenda

Day 1: Social Media for Business Framework

Blogging, Facebook, and Pinterest Best Practices

Learning Objectives

- To introduce how social media can be used to support business goals for women entrepreneurs
- To understand the benefits and best practices for using blogging to support business goals as a strategic web presence
- To introduce the benefits and best practices for using Pinterest to drive online stores sales
- To introduce the benefits and best practices for using Facebook to raise brand awareness and engagement customers

Schedule

9:00-10:30	Introduction to Social Media for Women Entrepreneurs Curriculum and Strategy
10:30-10:45	Break
10:45-12:00	Blogs and Blogging for Women Entrepreneurs
12:00-1:00	Practicum: Practice Blogging
1:00-2:00	Lunch
2:00-3:15	Facebook Brand Pages for Small Businesses: Best Practices
3:15-3:30	Break
3:30-4:00	Facebook Practicum
4:00-4:30	Pinterest to Support Online Stores and Sales
4:30-5:15	Pinterest Practicum
5:15-5:30	Reflection

Day 2: LinkedIn, Twitter, and Interactive Training Techniques

Learning Objectives

- To understand the benefits and best practices for using LinkedIn for professional networking
- To introduce the benefits and best practices for using Twitter for professional networking and brand or product promotion or customer support

Schedule

9:00-9:15	Orientation to Day 2
9:15-10:45	LinkedIn for Professional Business Networking
10:45-11:00	Break
11:00-12:00	LinkedIn Practicum
12:00-1:00	Twitter for Professional Networking and Practicum
1:00-2:00	Lunch
2:00-2:30	Twitter for Brand or Product Promotion or Customer Support
2:30-3:15	Open Lab Practicum
3:15-3:30	Break
3:30-4:45	Interactive Training Techniques
4:45-5:00	Reflection

Trainer's Guide

9:00- 10:30

Introduction to Social Media for Women Entrepreneurs Training

Welcome and TOT overview to orient participants to the two-day workshop (15 minutes)

- Agenda and Framing
- Learning Objectives for the TOT
- Types of Exercises: Content Delivery on Strategy Development and Best Practices for the Five Tools
- Instructional Design
- Hands-On Exercises
- Resources: Presentation and Trainer's Guide
- Pre-Training Assessment and Customization of Curriculum
- Delivery

Icebreaker: Real Time Participant Assessment (30 minutes)

While you may have completed a registration survey and have some data about participants business experience, social media skills, and attitudes about using the Internet/Social Media, this can be done in real-time in the room during the first session. We will model and debrief several methods for doing “real time” assessment of participants.

Stand Up, Sit Down

Trainer asks a series of questions that start with, ‘Stand up if ...’ and then interviews those who are standing.

Questions

- Stand up if you have delivered training
- Keep standing if you have delivered training to women entrepreneurs
- Sit down
- Stand up if you have delivered hands-on technology training
- Sit Down

Interactive Self-Assessment: Crawl, Walk, Fly, Run

Participants will use the “Crawl, Walk, Run, Fly” worksheet to determine what their level is for the different tools we will be covering.

- Crawl: Not Using
Walk: Individual/Personal Account
Run: Organizational or Business Presence
Fly: Delivered Training on Tool

Full Group Exercise: Four Corners of the Room

1. Tape on the wall signs “c,w,r,f” and ask participants stand up and go to that part of the room that matches their current level of practice for a particular tool.
2. Facilitator asks participants about burning questions or share a success story or insights

Review Participant Assessment Survey

NOTE: Refer to Participant Assessment Survey Worksheet

Group Reflection

- What methods or techniques do you use for introductory sessions and participant assessments?
- How might you adapt the survey and integrate into your registration process?

Human Spectrogram

This is a group face to face exercise to help surface similarities and differences in a group, help people to get to know each other and to do something together that is active.

- In a large open space put a long piece of tape on the floor. It should be long enough for the full group present to spread itself out over. Alternately, use a long piece of rope or ribbon.
- Ask everyone to stand up and gather around the tape. Explain that the tape is a continuum between two answers to questions they will be asked. Then kick off with a simple, fun question to demonstrate the method.
- Walk up and down the tape and take a sampling response from people as to why they positioned themselves on the tape the way they did. Usually it is good to sample from both ends and somewhere in the middle. If, upon hearing other people's responses, people want to move, encourage them to do so. This is about meaning making, not about an absolute measure of peoples' opinions.
- Move on to "serious" questions.
- As you ask questions, encourage people to notice who are where on the line - this helps people find people in common or with different views that could be useful discussion starters.
- Depending on time, use between 3- 7 questions. You can tell it is time to quit when people stop moving and are talking to each other more than participating. This means either they are bored, or they have become deeply engaged with each other. And the latter is a good thing!

Statements

- Women Entrepreneurs must link use of social media tools to business results to be successful
- It is better to focus on using one social media tool well than all at once
- Some media tools are better for professional networking than others

- Social Media requires an investment of ten hours per week to be successful

Content Delivery (45 minutes)

- Who is the Learner?
- Women Entrepreneurs in Tunisia and Use of Social Media
- Social Media Women Entrepreneurs in the Arab World and Beyond
- Learner Personas: Women Entrepreneurs in Tunisia
- The Potential of Women Entrepreneurs and Social Media
- Selecting the Right Mix of Social Media Channels
- POST Framework

Exercise: Working in small groups, each group will brainstorm strategy ideas for the remaining personas - Marwa, Hela, Douja, and Raoudha

If time is short, do the reflection:

Reflection: Participants will find a partner and discuss the following:

- How will you adapt or change the personas?
- What exercise might you use in a training that helps participants think about strategy?
- What resonated?
- What is still unclear?

10:30-10:45 Break

10:45-12:00

Blogs and Blogging for Women Entrepreneurs

Content: This section will discuss how a blog can support small business objectives. The topics covered will be:

Why a blog can be valuable for a small business
Engage and connect with customers
Making announcements
Behind the scenes insights
Transparency
Sales
Social media integration

Examples of Blogs
http://www.womenonbusiness.com/
http://www.lipsticking.com/
http://atunisiangirl.blogspot.com/
http://roxannegreen.com/
Source: http://www.invesp.com/blog-rank/Small_Business

What will you blog about? Editorial focus	
Content	Steps
What are you going to write about?	Brainstorm a list of topics
Will it support your social media strategy and business objectives?	Brainstorm a list of blog post titles
What will be useful to your audience?	Identify if you need to do research for additional information
How often will you publish blog posts?	What image can you use to illustrate your post?

Types of Blog Posts
Features
Announcements
Sales
Ask for feedback/support
Instructional
Tips
Case Study
Lists
Instructional
Interviews

Workflow of Blog
Reading
Writing
Commenting

Blog Post Structure
Post Title
Body of Post
Conclusions
Related Posts

Why a blog can be valuable for a small business
Engage and connect with customers
Making announcements
Behind the scenes insights
Transparency
Sales
Social media integration

Blogging Style Guidelines
250-750 words, sometimes longer
Use creative commons images or your own photos to give interest
Descriptive title, questions help encourage interaction
First paragraph to state what you're writing about
"Chunk" your text, use headlines
Make it scannable

Blogging Style Guidelines
250-750 words, sometimes longer
Use creative commons images or your own photos to give interest
Descriptive title, questions help encourage interaction
First paragraph to state what you're writing about
"Chunk" your text, use headlines
Make it scannable

Encouraging Comments

Blogging platforms: Introducing Blogger

Blogger is a blog-publishing service owned by Google that is easy to navigate, available in countless languages, and simple to design.

Steps to set-up your Blogger account
Create a Gmail account for access to all Blogger features
Visit Blogger.com/start
Click on the orange arrow that says, "Create Your Blog Now"
Create your blog name
Choose a template
Click on the "Start Blogging" arrow
Write your first blog post and then click, "Publish Post"
Click "View Blog" to see your post
Click on the orange B at any time to go to your dashboard

Exercise: Participants will work in small groups and each group will be assigned a type of business to develop an editorial plan for a blog using a worksheet. The business types will be based on the personas and include:

- Decorative Tunisian Handicrafts for the home wants to sell crafts online to consumers.
- Cultural Tours Business wants to support existing customers and reach new ones by being a resource on Tunisian cultural and historical landmarks and touring Tunisia for the history lover
- Leather Notebooks Business wants to sell handcrafted notebooks to NGOs, businesses, and retail outlets.
- Pastry Shop wants to support existing customers and attract new ones by selling pastries online and raising awareness of product and brand.
- Advertising Firm wants to generate leads for new clients from Tunisia

Resources:

- Set Up Instructions for Blogger
<http://www.blogger.com/features>
- Blogging for Beginners
<http://www.probblogger.net/archives/2006/02/14/blogging-for-beginners-2/>
- Tips for Blogging
<http://www.socialmediaexaminer.com/26-tips-for-writing-great-blog-posts/#more-13667>
- 20 Different Blog Formats
<http://www.probblogger.net/archives/2005/11/29/20-types-of-blog-posts-battling-bloggers-block/>
- Anatomy of the Perfect Blog Post: <http://www.business2community.com/social-media/the-blueprint-for-the-perfect-blog-post-infographic-037478>

Blogging Worksheet (See appendix)

12:00-1:00

Practicum: Practice Blogging

Exercise (35 minutes): Each participant will set up an account on Blogger and write a post that summarizes the editorial plan for the blog. They will write a second post on a topic in the editorial plan and include a photo and link to an outside webpage. The wiki will have online pages with links to photos and resources that can be used in the blog posts.

Share: (15 minutes): Each participant will share their blog on their laptop. We will debrief by walking around and looking at the different examples on the laptops. The facilitator will ask several participants to share their blog and editorial plan with the group.

Reflection: (10 minutes) The full group will debrief on these questions

- How do you envision Tunisian women entrepreneurs using blogs to build their businesses?
- What types of businesses could benefit most from blogging?
- How would you deliver this segment on learning how to blog?
- What would you change, add, or take away?

1:00-2:00 Lunch

2:00-3:15

Facebook Brand Pages for Small Businesses: Best Practices

Content: This section will provide an overview of how to use Facebook Brand Pages for a small business marketing strategy.

Facebook in Tunisia
Total Facebook users – 3,107,860
Country rank – 47
Penetration of population – 29.35%
Penetration of online population – 86.33%

Why and How Facebook can Increase Awareness of Your Business
Keep current audiences engaged between events
Raise brand awareness
Identify and recruit new audiences to your events, programs, concerts, or exhibits
Inspire conversation online/offline to support audience development

Get new ideas and feedback on programs and services
Research what people are saying about your organization
Drive traffic to web site or blog
Social content generation
Identify and build relationships with influencers, allies & supporters

How to Set Up Facebook Brand Page
Refer to steps here: https://www.facebook.com/business

Establishing Objectives for Your Facebook Page
Refer to http://socialmedia-strategy.wikispaces.com/Facebook

Designing the look and feel of your Facebook Page
You don't have to be a graphic designer

Understanding the work flow and time commitment for a successful Facebook Page
Who is your page administrator? You can have an unlimited amount so why do it alone?
Who is your page administrator? You can have an unlimited amount so why do it alone? Time management prevents you from spending all day on Facebook. Dedicate chunks of time to have conversations. This leaves time for planning as well as collecting & analyzing data.
Tips for being effective: Spend your time being a resource, engaging, moderating & measuring.
Do you have a Facebook Use Policy? This is useful if you have a staff and/or volunteers helping you.
What is your Community Policy? This is where you can outline what types of posts are appropriate.
Thinking beyond the Brand Page: Subscribe to staff profiles

Engaging your Customers and creating compelling content on Facebook
Variety of content types and consistency
Short: 80 characters or less for status updates
Eye catching images with bright colors and relevant content
Include a call to action: share, like, comment
Celebrate milestones, share good news
Timely topics with the right frame for your audience

Experiment with varying times of day/day of the week
Special deals or coupons or contests
Always be commenting
Weekly/monthly review of analytics to better understand what resonates

Using Measurement to Analyze Your Results
Facebook Insights help you look behind the “Like”

Exercise #1: Working in small groups, participants will brainstorm ideas for a Facebook Brand Page look and feel, content, outreach, and engagement for the persona: “Amel’s Cultural Tours” Facebook Brand Page.

We will provide links to examples Tourism Pages in Tunisia and other places to get ideas. These will be available on the wiki.

- Tunisia Links
 - <https://www.facebook.com/EngagingCultures>
 - <https://www.facebook.com/TunisiaTourism>
 - <https://www.facebook.com/pages/Office-National-du-Tourisme-Tunisien-en-France/>
 - <http://www.flickr.com/photos/curreyuk/sets/72157616957872147/with/3455518037/>

Resources:

- The Top Tunisian Facebook Pages: <http://www.socialwatchlist.com/country/tunisia/>
- Social bakers Tunisia: <http://www.socialbakers.com/facebook-statistics/tunisia>
- Top Ten Small Business Pages on Facebook: <http://www.socialmediaexaminer.com/top-10-small-business-facebook-pages-2011-winners/>
- Facebook Beginner’s Guide: <http://mashable.com/2012/05/16/facebook-for-beginners/>
- Facebook Small Business Center: <https://www.facebook.com/business>
- More Facebook How-To Resources: <http://networked-ngo.wikispaces.com/Facebook>

3:15-3:30 Break

3:30-4:00

Facebook Practicum, Continued

Exercise 2: Each group will create a poster to illustrate their strategy. They will use markers and sticky notes. The group will do a standing debrief of the posters.

Reflection:

- How do you envision Tunisian women entrepreneurs using Facebook Pages to build their businesses? What types of businesses would benefit most?
- How would you deliver this segment?
- What would you change, add, or take away?

4:00-4:30

Pinterest to Support Online Stores and Sales

Content: This section will provide an overview and introduction to using Pinterest for small business marketing strategy:

What is Pinterest?
Pinterest is a virtual pinboard. Pinterest allows you to organize and share images and videos you find on the web in collections. Think of it as social network of visuals - where you can easily collect and add images from other sources on the web or other Pinterest users. The clean interface and simplicity of features make it easy to use and gives you a calm feeling which perhaps accounts for its popularity.

Why Pinterest is valuable for online stores and e-commerce?
At first glance, the site attracts people interested in using it for non-work interests, such as wedding planning, decorating, scrapbooking, and family photos, but brands and nonprofit professionals are also using it to curate information related to professional or organizational topics in a visually pleasing way.

A Few Great Examples of Businesses Using Pinterest
http://blog.hubspot.com/blog/tabid/6307/bid/31199/7-Examples-of-Brands-That-Pop-on-Pinterest.aspx
Etsy is an online shopping website with over 43,000 followers, pinning all of the items their vendors sell in distinct categories
Chobani is a Greek yogurt company that shares recipes both they and their consumers create with their yogurt. They also use this opportunity to promote a healthy lifestyle.

Demo: How To Get Started Few Great Examples of Businesses Using Pinterest
Create your first Pinboard: New pinboards can be created anytime by clicking the “Add” button on your Pinterest navigation bar. You can name each board something unique. But before you create you first board, think about what your business should pin to support goals.
How to Pin an Image: You can either upload a photo from your computer by clicking the “Add”

button on your navigation bar. You can also pin any photo on Pinterest. With the “Pin It” button you can install on your toolbar, you also have the convenient option of pinning any photo you see on the web!

Best Practices and Techniques for Pinterest

Pin from the original source

Pin from permalinks

Give credit and include a thoughtful pin description

Resources:

- Tunisian Examples:
<http://pinterest.com/acraftyarab/?d>
<http://pinterest.com/engagecultures/>
- Why Pinterest Is the Next Game Changer
<http://pinterest.com/pin/186055028325545376/>
- Beginner's Guides
<http://mashable.com/2011/12/26/pinterest-beginners-guide/>
<http://www.theatlanticwire.com/technology/2012/01/newbies-guide-pinterest/47285/>
<https://pinterest.com/about/help/>
- Pinterest for Small Business
<http://pinterest.com/pinterestbiz/>
- 50 Ways To Market Your Business on Pinterest
<http://www.copyblogger.com/pinterest-marketing/>
- 3 Ways To Use Pinterest for Market Research
<http://www.socialmediaexplorer.com/social-media-marketing/3-ways-to-use-pinterest-for-marketing-research/>

4:30-5:15

Pinterest Practicum

Exercise: Practicing Pinning

Participants will work in small groups or in pairs.

Each group or pair will represent pick one of the women entrepreneur businesses to create a pinboard.

- Hela’s Tunisian Home Handicrafts
- Amel’s Cultural Tours
- Raoudha’s Pastry Shop



Entreprises Féminines
Durables
Women's Enterprise
for Sustainability

Each person will set up a Pinterest account and create boards.

Business	Board Topic
Hela's Tunisian Home Handicrafts	Tunisian Crafts
Amel's Cultural Tours	Tunisian History
Raoudha's Pastry Shop	Tunisian Pastries and Sweets

The following source links will be available on the wiki and participants will practice pinning images to their boards.

They will visually browse content related to these topical boards and practice pinning:

- Tunisian Pins
<http://pinterest.com/search/boards/?q=tunisia>
- Tunisia Travel Photos
<http://www.flickr.com/photos/curreyuk/sets/72157616957872147/with/3455518037/>
- Tunisia Handicrafts
<http://www.flickr.com/search/?q=tunisia%20handicrafts>
- Tunisia Pastries
<http://www.flickr.com/search/?w=all&q=tunisia+pastry&m=text>
- Tunisia Leather
<http://www.flickr.com/search/?w=all&q=tunisia+leather&m=text>

Participants will view each other's boards.

Trainer will facilitate a conversation as follows:

Reflection:

- How do you envision Tunisian women entrepreneurs will use Pinterest to build their businesses?
- What types of businesses would benefit the most?

**5:15-5:30
Reflection**

We've introduced a strategy framework and different social media tools and tactics Participants will do a series of share pairs:

Share pairs:

- What was the most significant moment of learning from today?
- What are you most excited about?
- What is still unclear?

Day 2: LinkedIn, Twitter, and Interactive Training Techniques

Learning Objectives

- To understand the benefits and best practices for using LinkedIn for professional networking
- To introduce the benefits and best practices for using Twitter for professional networking and brand or product promotion or customer support
- To introduce interactive training techniques for teaching social media

9:00-9:15

Orientation to Day 2 and Overnight Reflection

Overnight Reflections

When participating in an intense multi-day training the morning is a great time to generate “overnight reflections” about new insights from the previous day.

Description: Participants will use sticky notes and jot the answers to the questions below. Two poster sheets will be on the wall and participants will be asked to tape their notes to the wall.

Full Group Debrief:

- What are some of your key reflections from yesterday?
- What are you most curious about learning today?

Instructions:

1) Put poster sheets on the wall with labels: Day 1 Reflections, Curious About

Review Agenda of the day

9:15-10:45

LinkedIn for Professional Business Networking

Content: LinkedIn is known as a professional social network. It has been called Facebook with a suit and tie. It is also the best social channel for business to business networking and lead generation. LinkedIn is a great way to meet new business prospects, potential partners, and leverage relationships within your existing network for referrals. It can extend and enhance networking offline.

Overview of LinkedIn: Whys is it Important as a Professional Networking Tool
Use professional headline that brands you
Customize your profile URL with your name business, and area of expertise
Include web site and blog links
Complete your profile
Use keywords
Use a professional photo of yourself
Include your social profiles
Include affiliations
Post updates

Online Professional Networking Techniques
Avoid using the standard LinkedIn invitation message. Send a personal note instead.
Mention if you've connected on other online platforms, or at an event, or that you discovered them on LinkedIn
State your reason for connecting and the next step – a meeting, a phone call, or response
Ask for connections after you meet someone, add your Linked public link to your business card
Review the people LinkedIn suggests
Decide your policy for accepting or rejecting requests to connect
Scan your new connections' connections for people you want to connect with that can help you with your business or networking goal
Participate in groups and connect with people participating in the training with you

What Makes a Great Individual Profile
Tell your story in the first person. Start by stating what you do, why you do what you do and what makes you different
Describe your business and what problem you solve, who you help, how you help, and what you offer
Highlight 3 career achievements that illustrate your expertise
List your professional interests and specialties

Tips for Using LinkedIn for Business Development and Growing Your Network
Use "Advanced Search" options
Send Updates to your followers
Thought leadership through LinkedIn Groups

The Workflow
Manage your inbox for incoming messages and invitations at least once a week

Read LinkedIn.Com/Today. Share links of interesting articles and industry news
Share an update from your LinkedIn home page with resource content or link
Follow companies or organizations for updates – but pick strategically
Look through your connections

Resources:

- What is LinkedIn?
<http://learn.linkedin.com/what-is-linkedin/>
- How LinkedIn Is Valuable for Entrepreneurs
<http://learn.linkedin.com/entrepreneurs/>
- Tips for Online Professional Networking
<http://networkbuilding.wikispaces.com/6+Tips+for+Network+Building>
- LinkedIn for Business Development
<http://learn.linkedin.com/business-development/>
- How To Use LinkedIn Like A Champ To Grow Your Business
<http://www.slideshare.net/happykatie/use-linkedin-like-a-champ-to-grow-your-business>
- 8 Tips to Improve Your LinkedIn Profile
<http://www.webmarketingtherapy.com/blog/web-marketing-best-practices/eight-tips-to-improve-your-linkedin-profile/>
- 7 Quick Ways To Turn Your LinkedIn Profile Into A Marketing Warhorse
<http://www.copyblogger.com/linkedin-profile/>
- LinkedIn Business Networking Tips
<http://linkedintobusiness.com/linkedin-tips-tricks/>

10:45-11:00 Break

11:00-12:00

LinkedIn Practicum

Exercise 1: Participants will set up or improve their professional profiles on LinkedIn using a check list.

Exercise 2: Participants will connect with each other on LinkedIn and reach out to other potentially valuable contacts.

12:00-1:00

Twitter for Professional Networking and Practicum

Twitter can be an excellent tool for professional networking for any business. Twitter makes it easy to get “just in time support,” network; connect with different people who have different expertise.

What is Twitter, Why is Twitter Useful

It's a great way to keep in touch with your friends and quickly broadcast information about where you are and what you're up to.

For business, Twitter can be used to broadcast your company's latest news and blog posts, interact with your customers, or to enable easy internal collaboration and group communication.

Professional Networking on Twitter

Profile

Elevator speech/photo

Examples of profile descriptions – Farah Samawi, Amani S. ALShaalán, Asmaa Mahfouz

Tweeting 101 Cheat Sheet

What to Tweet

Tweet valuable information relevant to your objective

Link to editorial calendar

Use #hashtags

Reply instead of post

Share photos

Say something provocative or funny

Ask questions

Resources:

- Influential Arabic Women on Twitter
<https://twitter.com/#!/Shusmo/top-arab-women-on-twitter>
- How Africa Tweets
<http://www.guardian.co.uk/news/datablog/graphic/2012/jan/26/how-africa-tweets-portland>
- Twitter in the Arab World
<http://tfour.me/2012/06/811/>
- Twitter 2012
<http://theultralinx.com/2012/04/twitter-2012-statistics.html>

- Twitter Beginner's Guide
<http://mashable.com/2012/06/05/twitter-for-beginners/>

1:00-2:00 Lunch

2:00-2:30

Twitter for Brand or Product Promotion or Customer Support

We explored Twitter as individuals, now it is time to see how it can be used to support business brands.

Why Twitter is A Win for Small Business
Sharing information
Prospecting tool
Networking
Research
Connect with customers
Brand recognition

Objectives	
What do you want to accomplish	What audience do you want to reach
Reinforce that you are a trusted leader	Press
Present an image of openness	Industry leaders
Subject matter expert in your industry	Policy-makers
Advocate on social responsibility	Other Business Owners
Walk the innovation talk	Students/Young Professionals

Look and Feel
Coordinate your branding across the social media platforms

Workflow: Mobile Apps to Keep in Mind
Tweet from your Phone.
Twitter allows you to update your status and receive updates via text message.
To start sending and receiving mobile tweets: <ul style="list-style-type: none"> ▪ Under "Settings", go to the "Devices" tab. ▪ Enter your phone number. ▪ To disable this option go back to the same panel and follow the same instructions.

Use Mobile Applications

- Ubersocial
- Twitter for Blackberry, Android or iPhone

Listening

Engagement

Content

Engage with people. Take an interest in them and they'll take an interest in you!

Watch grammar/spelling – 140 characters to make an impression - make it count!

Ask questions! Twitter is great for getting opinion.

Comment on other's tweets.

Use a casual, friendly tone in your messages.

Use "Save this Search" on your homepage.

Post articles and sites you think people will find interesting.

Measurement

Resources:

- Twitter Best Practices for Small Business
https://business.twitter.com/pdfs/Twitter_Smallbiz_Guide.pdf
- Twitter How-To Resources
<http://networked-ngo.wikispaces.com/Twitter>

2:30-3:15

Open Lab

This will be an opportunity for trainers to practice their skills on any of the tools, ask questions, or learn more advanced techniques.

3:15-3:30 Break

3:30-4:45

Interactive Training Techniques

Description: This session will share and demo techniques on how to make training sessions more interactive and give participants a chance to practice. The session will debrief on some of the techniques used during this training. This will be delivered as an interactive lecture.

Why Interactive Learning is more Effective
Instructor does not talk the entire time
Orient: Key points up front
Handouts: Have a place for people to take notes
Variety: Visuals, different questions, different activities
Pacing: Opportunities for participants to digest the information
Modeling: Clear demonstrations of what you are talking about
Summary

Icebreakers
Use for participants to get to know each other or for you to get to know the group's level of experience and attitudes – Networking Exercises, Spectrograms, and more.

The Interactive Presentation or Lecture
Reflective Questions
Living Case Studies

Visual Techniques
Use the diagram or pictures in your slides to reinforce points
Use Sticky Notes for brainstorming
Analyze video

Facilitating Small Group Exercises: Peer Assists, World Café
Planning
Scenarios/Case Studies
Role Playing
Cross-Training

Great Endings
A closer is an exercise that lets participants sum up their learning or takeaways, commit to putting ideas or skills into action, and to say good bye to one another

and express appreciation.

Evaluations
Ask questions to determine how well you met your learning objectives
Ask questions to find out what people liked most and what could be improved: content, materials, pacing, environment, room, food, etc.
Ask questions to get feedback about you: teaching style, facilitation skills, responsiveness to group, content knowledge
Informal Verbal Debrief <ul style="list-style-type: none">○ Ask for: keep, change, delete○ 3x5 card – write down what they will implement

4:45-5:00
Reflection

Participants will gather in a circle and each participant will be asked to share briefly their reflection for the two days.

Worksheets

1. Participant Assessment Survey
2. Strategy Worksheet
3. Blogging Worksheet
4. Facebook Checklist
5. Twitter Cheat Sheet
6. LinkedIn Cheat Sheet
7. Pinterest Cheat Sheet
8. Interactive Training Techniques

Participant Assessment Survey

- **What is your:**
 - Name
 - Business Name
 - Address
 - Phone
 - Email
 - Web Site URL
 - Online Store: URL
- **Have you taken other WES programs? (List below)**
- **How long has your business operating?**
 - Still working on business plan and feasibility
 - Less than 1 year
 - 2-3 years
 - 3-5 years
 - More than five years
- **How many people work with you on your business?**
 - Just me
 - 2 people
 - 3-5 people
 - 5-10 people
 - More than 10
- **What are your overall business objectives?**
- **Who is your target customer? Please describe below**

- **What are your goals for using social media? (Please select the two top priorities)**
 - Provide assistance and customer support to current customers
 - Get leads for potential costumers
 - Increase visibility for brand, product, or business
 - Promotion and online sales of business product or services
 - Research market feasibility and competitors
 - Professional Business Networking to connect with people who can my business succeed

- **How much time do you spend on marketing your business?**
 - Full-time job
 - Part-time job
 - Less than part-time
 -

- **Given your staffing and business operations budget, how much time can you devote to implementing social media?**
 - Less than 10 hours a week
 - 10-20 hours a week
 - More than 20 hours a week

- **What is your experience with the following social media tools**
 - Blogging
 - Don't have a blog for business
 - Personal Blog (include URL)
 - Have a blog for my business (include URL)
 - Facebook
 - Don't Use
 - Use it personally
 - Brand page for my business (include URL)
 - LinkedIn
 - Don't Use
 - Use it for professional networking
 - Company brand page or group
 - Pinterest
 - Don't Use
 - Use it as individual
 - Use it for my business
 - Twitter
 - Don't Use
 - Use it for professional networking
 - Company branded account
 - Please list any other social media tools that you are currently using

- **Please indicate your level of skill and knowledge using these platforms**
 - Blogging: Novice, Beginner, Expert

- Facebook: Novice, Beginner, Expert
 - Twitter: Novice, Beginner, Expert
 - Pinterest: Novice Beginner, Expert
 - LinkedIn: Novice, Beginner, Expert
-
- **Please describe your current level of using computers and software like WORD, Excel, or PowerPoint**
 - Novice, Beginner, Expert
 - Please describe:
-
- **Please describe your experience using the Internet for browsing, searching, email, and other online tasks**
 - Novice, Beginner, Expert
 - Please describe:

Strategy Worksheet

POST Framework

This is a simple business framework that can help entrepreneurs think through the strategy for social media integration and selection of tools.

People

Describe your current and potential target audiences that are most likely to engage with you through social media. Be specific:

Consumer

Segment	What do they want?	How can your product or service help them?
Target Audience 1:		
Target Audience 2:		
Target Audience 3:		

Professional Business Networking:

Audience Segment	How can they be helpful to your business objectives?	How can you help them?
Target Audience 1:		
Target Audience 2:		
Target Audience 3:		

Objectives

Describe your objectives for your social media plan using SMART (Specific, Measurable, Attainable, Relevant, and Timely). Include your success metric.

Specific	Significant and Simple
Measureable	Meaningful and Manageable
Attainable	Achievable and Acceptable
Relevant	Results-oriented and Realistic
Time-Specific	Time limited and Tangible

Your objectives

Objective 1:	
Objective 2:	
Objective 3:	

Strategy:

Describe your strategy

Consumer:

- Customer Service
- Participation
- Deals
- Community Building
- Influencer Relations
- Resource

Professional Networking:

- Meet in person at an event, follow up online
- Meet online, follow up to meet in person
- Cultivate after meeting

Tactics and Technology

Finally, you can decide what tactics you will use. This includes the social media tools (the focus of the curriculum) as well as other marketing tactics.

Audience	Strategy	Channel and Tactics
EXAMPLE Tourists who love history and want a guided tour in Tunisia	RESOURCE	Blog featuring stories and photos about historical landmarks and culture in Tunisia. Use Twitter to promote the posts and cultivate travel journalists.

Implementation POST Framework

Staff and Training

Who will be responsible for implementation? How many hours per week will be dedicated to social media? What will be the specific job description and responsibilities? What training will you provide?

Timeline

Create a monthly and weekly timeline of daily implementation tasks. Create your weekly to do list.

Day	Social Media Tasks
Saturday	
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	

Budget

While social media is free for the most part, your time is not and you may need to hire additional people to help with implementation or specific tasks. Identify your budget.



**Entreprises Féminines
Durables**
*Women's Enterprise
for Sustainability*

Blogging Worksheet

The Why

- Why should we blog?
- Why are we writing a blog?
- How do we know it makes sense to blog, as individuals and/or as an organization?

The What

- Before you begin a blog how do you plan to sustain your work on the blog?
- How do we ensure that the content on our blog is interesting?
- If you are blogging under the name of your organization how do determine what is appropriate and how things should be put across?

The Who

- Who is the blog for? Who are we aiming to reach / to engage?
- What do we want them to think about? And what do we want them to think about us?
- What about the 'voice' of the blog? How do we know whose/what voice to use as we blog, on our blog or other blogs?

The How

- Do we need great writers who have a passion for blogging?
- What kind of skills, such as self-editing, are the key skills needed for any blogger.
- Which blog software would you recommend? (find a site that compares them)
- What about confidentiality? How do we develop and enforce clear boundaries about what can and cannot be shared to avoid violating trust of the groups and individuals you support.

The When

- If we have a blog, how do we know how often to update it?
- When should we write one - every week / month / quarter?
- Do people expect a (e.g.) monthly one, that way you can publicize it in e-bulletins/newsletters and you can say "come back on the first day of the month to read our new blog" - or is it more of an occasional thing i.e. when we have something to say.

Editorial Plan for Blog



Facebook Checklist

Objectives

- Identify objectives
- Make them measurable
- Benchmark against yourself or others
- Identify the audience

Look and feel

- Convert to timeline format
- Logo, Cover Photo

Work flow

- Identify policy needs
- Who will do the work

Listening and Outreach

- Set up Netvibes and method for curating content for Facebook
- Process for “networking” on other pages
- Identify other pages
- Integrate with other channels/messaging

Engagement

- Posting questions and networking
- Respond in comments

Content

- Develop spreadsheet for monthly FB content that links to other content in other channels
- Post content

Measurement

- Gather data from Insights
- Analyze against editorial calendar
- Reflection and improvement

Twitter – Cheat Sheet

1 120 Characters

You have 140 characters to post on Twitter, but it's best to use only 120 so that people can Retweet you easily with RT @username in front of your post.

2 Retweet (RT)

RT @username – When you forward on someone else's tweet. It's etiquette to put RT @username before the copied tweet. e.g. "RT @stephenfry Independent article here worth a read: <http://tinyurl.com/2vkhwaw>"

3 @

Use this to talk to other users with @username (no space between @ and their name). e.g. "@LexisClick Thanks for your Twitter cheat sheet, it's proving v useful!"

4 DM

Short for direct message – for conducting private conversations. Check yours in the right-hand column of your homepage.

5 Trending

The most popular topics on twitter. They will usually be big news stories or shared Twitter jokes. Current trending topics are listed on the right-hand column of your home page.

6 #:

Hashtag use it to organise your posts, create and surf trends. Many trending topics have a # before them. Twitter users use the hashtag (#) when they're talking about a specific subject, so that other users can search for the hashtag term to see what's happening.

7 #ff

Follow Friday - On Fridays, use this hashtag to recommend other people you think your followers would find it useful to follow.

8 #fridayfun

Use this to post something fun for your followers on a Friday.

9 Lists:

You can use Lists to group people and businesses you follow into useful categories. You can follow the whole list in one go or just view the list on a separate page – it shows all those selected people's recent tweets.

LinkedIn Cheat Sheet

Basic Questions

- What is your goal for LinkedIn?
- What are your skills and specialties?
- What types of people do you want to connect to?
- Craft your professional headline that will attract people to your profile. Use keywords and phrases

Tips To Increase Your Profile Visibility

- Use professional headline that brands you
- Customize your profile URL with your name, business, and area of expertise
- Include web site and blog links
- Use a professional photo of yourself
- Ask for recommendations
- Include your social profiles

Profile Summary

- Tell your story in the first person. Start by stating what you do, why you do what you do and what makes you different
- Describe your business and what problem you solve, who you help, how you help, and what you offer
- Highlight 3 career achievements that illustrate your expertise
- List your professional interests and specialties

Building Your Network

- Avoid using the standard LinkedIn invitation message. Send a personal note instead.
- Mention if you've connected on other online platforms, or at an event, or that you discovered them on LinkedIn
- State your reason for connecting and the next step – a meeting, a phone call, or response
- Ask for connections after you meet someone, add your Linked public link to your business card
- Review the people LinkedIn suggests
- Decide your policy for accepting or rejecting requests to connect
- Scan your new connections' connections for people you want to connect with that can help you with your business or networking goal
- Participate in groups and connect with people there

Work Flow

- Manage your inbox for incoming messages and invitations at least once a week
- Read LinkedIn.Com/Today. Share links of interesting articles and industry news
- Share an update from your LinkedIn home page with resource content or link
- Follow companies or organizations for updates – but pick strategically

1st Degree Connections: Friends and colleagues you're connected with. How can you help them?

- Like, comment, send a message, or share your connections status updates
- Introduce your colleagues to each other
- Write a recommendation for colleagues or friend. Ask for recommendations too

2nd Degree Connections: Friends of friends. Someone you want to connect with on LinkedIn. Why?

- Send LinkedIn connection invites to people of interest
- Proactively connect with people you may know feature, potential partners or clients
- Use the Advanced Search and Signal functions to find new connections and business connections

Groups: Join LinkedIn Groups to connect and interact with like-minded people

- Share articles and links to Groups from your home page
- Contribute to the discussion. Ask and answer questions
- Connect with members in your groups

Mining Connections

- What are you looking for?
 - Keywords:
 - Location:
 - Industry:
 - Specific Person: Does one of your contacts know that person?
 - Can one of your first degree connections help you?
 - Can one of your second degree connections help you?
 - How will you ask for help?

Pinterest Cheat Sheet

Profile

- Use an image – headshot or logo
- Make your user name easy to find
- Add links to social networks
- Add keywords to your bio
- Connect your Pinterest to your FB account
- Let your personality shine
- Top 3 people you repin appear on the top right

Pins

- Use creative pin titles
- Focus on lifestyle, not product
- Use keywords in descriptions
- Tag others using @symbol
- No photo, pin one and edit link
- Use bookmarklet
- Make it beautiful and visual
- Always credit the source

Boards

- Use playful, fun titles
- Include keywords in description
- Mix content: yours and others
- Pin images from clients
- Repin images that fit your collection
- Create inspirational collages
- Add playful images
- Latest in is the larger image on cover unless you customize it

Images

- Style product photos
- Use natural light in photos
- Pin photos relating to products
- Learn basics of good photography
- Make infographic text large
- Overlay title on photo
- Pin photo linking to a video

Copyright

- State source when pinning

- Display URL on images
- Use Creative Commons
- State copyright on web site
- Ask for permission to pin
- Always credit photos and sources

Collaborate

- Create a collaborate board
- Ask colleagues for repins
- Respond to comments

Research

- Review other business boards
- Identify Pinterest marketing goals
- Do keyword searches for people, boards, pins
- Notice what boards and pins get repined
- Track the traffic

[Anatomy of a Pinterest PIN]



The diagram shows a Pinterest pin for a kitchen nook. It features a photo of a dining table and chairs in a bright room with large windows. The pin includes a title 'Bay window kitchen nook' and a source 'houzz.com'. At the top, there are buttons for 'Repin', 'Edit', and 'Comment'. Six numbered callouts (1-6) point to specific features: 1. Repin button, 2. Edit button, 3. Comment button, 4. Photo area, 5. Notes area, and 6. Source URL.

1 repin	like reblogging or retweeting, users can repin any image from another pinterest board to their own
2 edit	even after pinning an image, users can go back and edit all of the details or delete the pin
3 comment	just like a blog, users can leave comments that will appear below the pin
4 photo	this is how any photo from the web that is pinned appears- it is resized and doesn't get squished
5 notes	notes are like captions for the pin that are created at the time of adding a pin
6 source	the link where the photo comes from is always displayed

Interactive Training Techniques

Interactive Training Techniques

Start With Interaction

This exercise works like this:

1. Participants think about this question. They write down on four index cards the elements or strategies that made the learning experience a good one for them.
2. Facilitator collects the index cards and randomly distributes them
3. Participants are asked to circulate and trade cards with other participants until they end up with at least two cards that matches what they need to be able to learn in a technology workshop
4. Facilitator asks for themes

This can be done with Sticky notes.

When you begin a training, you want create energy from the moment people walk in the door. You also want to do an on the spot assessment. These include:

- Stand Up Sit Down
- Self-Assessments – Alone and Group
- Participants drawing from their own knowledge

The goals:

- To get participants to interact with each other about the topic
- To connect and discover similarities and differences
- To draw on their own knowledge before the content is presented

Think back to the exercises we did on Day 1:

- How did the exercise make you feel about learning about the topic?
- Are you ready to learn about interactive training techniques?
- Did it help you think about questions or some of your own experiences to share?
- Would the experience have been different if I had started with a lecture/presentation?

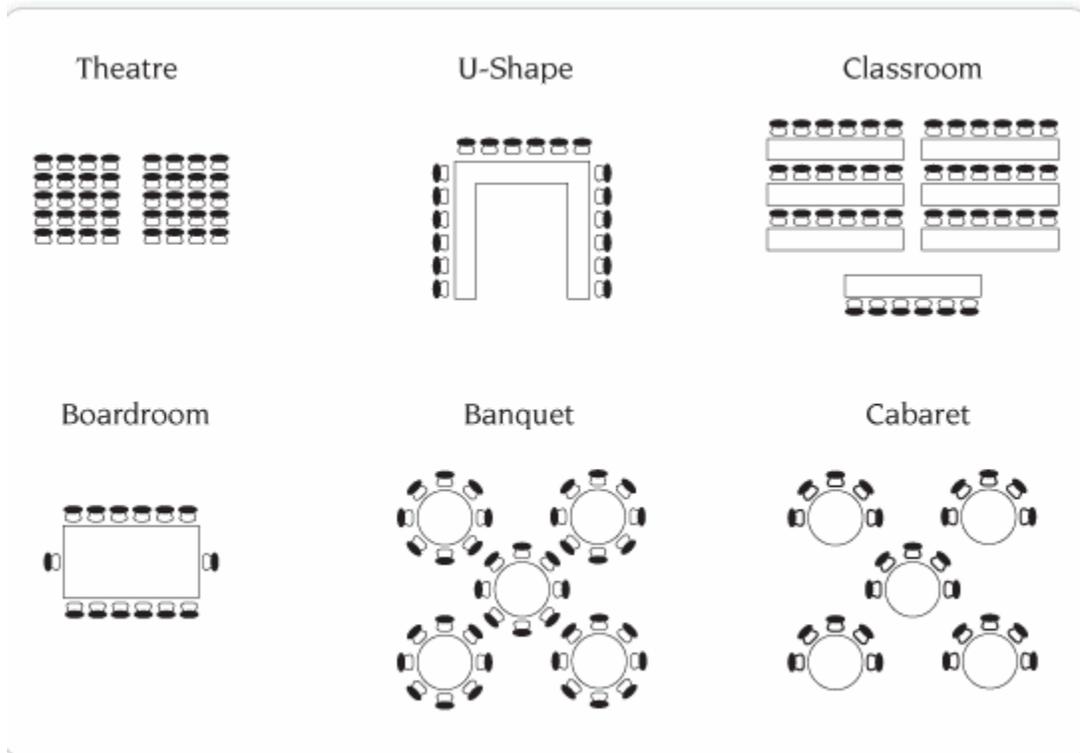
When you begin a training, you want create energy from the moment people walk in the door.

Things to think about before people arrive:

- Room layout: Should not be fixed seating or desks in rows. The ideal set up is small round tables.
- Space: There should be enough room to move around and walls should be accessible for posting notes, sticky notes, posters, and other learning products
- Participant Assessment: This may not always be possible, but you want to do a survey to learn as much as you can about your participants related to your learning goals. What is their experience and level with the topics being taught? What are their attitudes and expectations? What do they want to learn? If you are using the “Living Case Study” method described later, you will need to survey to learn of good case studies to share.

Reflection Questions

Depending on the participants and the topics you are training, you share some reflection questions in advance of the session before they arrive. This can also be done as the first learning activity like we are doing here. The idea is for participants to make a connection to what they already know about the topic.



What makes for better interaction?

The Spectrogram

Human Spectrogram: This is a group face-to-face exercise to help surface similarities and differences in a group, help people to get to know each other and to do something together that is active.

In a large open space put a long piece of tape on the floor. It should be long enough for the full group present to spread itself out over. Alternately, use a long piece of rope or ribbon.

Ask everyone to stand up and gather around the tape. Explain that the tape is a continuum between two answers to questions they will be asked. Then kick off with a simple, fun question to demonstrate the method.

Walk up and down the tape and take a sampling response from people as to why they positioned themselves on the tape the way they did. Usually it is good to sample from both ends and somewhere in

the middle. If, upon hearing other people's responses, people want to move, encourage them to do so. This is about meaning making, not about an absolute measure of peoples' opinions. Then move on to "serious" questions.

As you ask questions, encourage people to notice who is where on the line - this helps people find people in common or who have different views that could be useful discussion starters.

Depending on time, use between 2- 5 questions. You can tell it is time to quit when people stop moving and are talking to each other more than participating. This means either they are bored, or they have become deeply engaged with each other. And the latter is a good thing!

When training is interactive, participants pay better attention to what is being taught
 When training is interactive, participants are more likely to apply what they've learned after the training

Debrief

If you do a survey in advance of the session, you should include some questions to cover the participant's attitudes about the topic. For example, with social media, I want to know if people are skeptical or open to learning and ask some questions like, "What is your organization's biggest point of skepticism about social media?"

If you have different views and attitudes related to your topic, you can use this exercise to allow people to share their opinions. Once they've expressed their point of view, it won't slow down your delivery of the training later on.

Interactive Lecture

The interactive lecture delivers the key points, principles, frameworks, and stories
 Instructor does not talk the entire time

- Orient: Key points up front
- Handouts: Have a place for people to take notes
- Variety: Visuals, different questions, different activities
- Pacing: Opportunities for participants to digest the information
- Modeling: Clear demonstrations of what you are talking about

Summary

Design for Learning Styles

Learning Style	Learner Interaction With Content
Word	Handouts with written bullet points with space to take notes
Visual	Use the diagram or pictures in your

	slides to reinforce points Use Sticky Notes for brainstorming Analyze video
Movement	Stand Up, Sit Down Spectrogram Four Corners of the Room Game
Self	Reflective questions: Think and Write Assessments
People	Share Pairs or Table Shares to discuss reflective questions related to content Full Group discussion

Design for Real World Application

If you want your training to stick, you need to also give them time to work on applying the ideas and concepts.

Designing activities:

Activity should help the participant gain knowledge, practice or learn a skill, or change an attitude

Reinforce your lecture content

Participants should have the minimum skills to contribute and learn from the experience

Methods:

Mini-Plan: Participants use the lecture content and a planning worksheet and apply to something they're working on or will be working on

Scenarios or Case Studies: Participants use a case study or scenario and apply the lecture content to that

Role Playing:

Participants experiment with immediately applying what they learned

Cross-Training: Participants teach other

Great Closers

A closer is an exercise that lets participants sum up their learning or takeaways, commit to putting ideas or skills into action, and to say good bye to one another and express appreciation

To close out this segment and the day, we're going to do an easy closing exercise.

We're going to do some share pairs – but I want you pay attention to me because when I raise my hand, I want you to raise your hand and be quiet.

Pair Share #1: Find someone you have not talked to today and discuss:

What did you learn about making training interactive? What was your big takeaway?

Pair Share #2: Find a different partner and share again

What did you learn about social media, content curation, or Wikipedia? What was your big takeaway?

Popcorn and Twinkle: This is a technique to get people to share a few themes that emerged and not take up too much time. You ask people to share briefly what they heard and if other people agree they can “Twinkle” with their fingers. This avoids redundancy.

Pair Share #3: What is one thing you can do when you get back home to make your trainings more interactive?

It is also good to end with some celebration and acknowledge from the trainer. I will model that. We will pick the winner for networking game raffle and take a group photo and formally end the session.

Evaluation

- Formal Survey
 - Ask questions to determine how well you met your learning objectives
 - Ask questions to find out what people liked most and what could be improved: content, materials, pacing, environment, room, food, etc.
 - Ask questions to get feedback about you: teaching style, facilitation skills, responsiveness to group, content knowledge
- Informal Verbal Debrief
 - Ask for: keep, change, delete
 - 3x5 card – write down what they will implement

Resources

- <http://www.bethkanter.org/connect-inspire-engage/>
- <http://socialmedia-for-trainers.wikispaces.com/Facilitation+Tips+and+Resources>

Human Spectrogram

- <http://www.kstoolkit.org/Human+Spectrogram>

Additional Ice Breakers

- <http://www.kstoolkit.org>



Social Media for Women Entrepreneurs

Day One: Social Media for Business



WES is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). More information about MEPI can be found at: www.mepi.state.gov. WES is managed by the Institute of International Education (IIE), and implemented with a coalition of leading experts and local and international partners from the public and private sectors.

Learning Goals for TOT

- To understand the basics and best practices of the five social media platforms and select the right social mix for their business
- To understand the basic steps and frameworks for social media for these business functions: research, customer support, branding/promotion, lead generation and professional networking.
- To adapt and customize the curriculum depending on the whether the audience is novice, beginner, or advanced or marketing professional services vs. products
- To learn how to make training interactive, hands-on, and engaging



Social Media for Women Entrepreneurs Day One

AGENDA

- Welcome
- Orientation & Icebreaker
- Interactive Assessment
- Tunisian Women Entrepreneurs
- Blogs & Blogging for Women Entrepreneurs
- Facebook Best Practices for Business
- Pinterest for Businesses
- Reflections

FRAMING

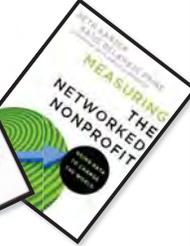
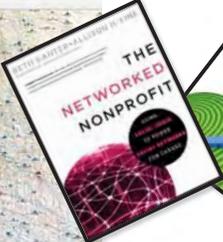
- Interactive
- Tell Us To Slow Down or Repeat

OUTCOMES

- Introduce basic strategy & tools for social media for business goals.
- To understand how to deliver and adapt the curriculum for audience



Trainer Introduction: Beth Kanter



WES **Entreprises Féminines Durables**
Women's Enterprise for Sustainability

Trainer Introduction: Stephanie Rudat



WES **Entreprises Féminines Durables**
Women's Enterprise for Sustainability

Orientation

- Materials
- Wiki
- Internet access
- Breaks
- Other

WES **Entreprises Féminines Durables**
Women's Enterprise for Sustainability

The Women's Enterprise for Sustainability (WES) Tunisia



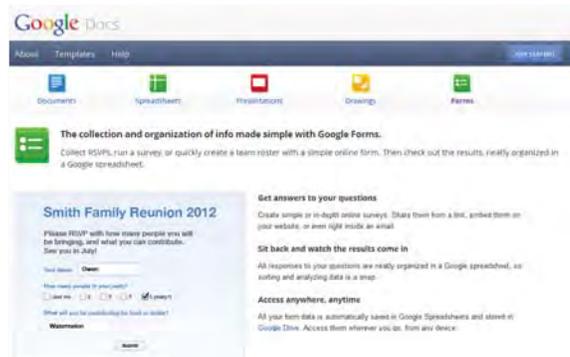
The Curriculum You Will Deliver

- Pre-training assessment questionnaire as part of registration to determine level and business goals
- Over time, you may add real-life stories to the curriculum from your students as examples using digital camera and screen captures (Day 2 TOT)



Customization of Curriculum

- Pre-training assessment questionnaire as part of registration to determine level and business goals



Delivery Options: Two Day Workshop

Day 1

9:00-10:30	Social Media for Women Entrepreneurs Strategy
10:30-10:45	Break
10:45-12:00	Blogs and Blogging for Women Entrepreneurs
12:00-1:00	Practicum: Practice Blogging
1:00-2:00	Lunch
2:00-3:15	Facebook Brand Pages for Small Businesses
3:15-3:30	Break
3:30-4:00	Facebook Practicum
4:00-4:30	Pinterest to Support Online Stores and Sales
4:30-5:15	Pinterest Practicum
5:15-5:30	Reflection



Delivery Options: Two Day Workshop

9:00-9:15	Orientation to Day 2
9:15-10:45	LinkedIn for Professional Business Networking
10:45-11:00	Break
11:00-12:00	LinkedIn Practicum
12:00-1:00	Twitter for Professional Networking and Practicum
1:00-2:00	Lunch
2:00-2:30	Twitter for Brand, Product Promotion, Customer Support
2:30-3:15	Twitter Practicum
3:15-3:30	Break
3:30-4:45	Open Lab and Coaching
4:45-5:00	Reflection



Delivery Options: Shorter Modules

Module	Content
Introduction to Social Media for Women Entrepreneurs	<ul style="list-style-type: none"> Why Use Social Media Strategic Framework Overview of the Tools Open Lab Time for Set Up
Blogging for Women Entrepreneurs	<ul style="list-style-type: none"> Overview of Blogging for Women Entrepreneurs Planning a Blog Best Practices and Practicing
Facebook for Women Entrepreneurs	<ul style="list-style-type: none"> Overview of Facebook Planning Your Business Brand Page Best Practices and Practicing
LinkedIn for Professional Networking for Women Entrepreneurs	<ul style="list-style-type: none"> Introduction to LinkedIn for Women Entrepreneurs Professional Networking Techniques for LinkedIn Best Practices and Practicing
Twitter for Professional Networking for Women Entrepreneurs	<ul style="list-style-type: none"> Introduction to Twitter for Women Entrepreneurs Professional Networking Techniques for Twitter Best Practices and Practicing
Pinterest for Enhancing Online Retail Sales for Your Small Business	<ul style="list-style-type: none"> Introduction to Pinterest for Women Entrepreneurs Planning Your Pinterest Strategy Best Practices and Practicing



Icebreaker – Stand Up, Sit Down



- Stand if you have delivered training
- Keep standing if you have delivered training to women entrepreneurs
- Sit Down
- Stand up if you have delivered hands-on technology training
- Keep standing if you have delivered social media training



Crawl, Walk, Run, Fly



Crawl	Walk	Run	Fly
Don't Use	Use personally	Use it professionally	Use it to support a business or NGO

Crawl, Walk, Run, Fly – Four Corners

CRAWL

WALK

If you are crawling, what does it look like?
What do you need to get to the next level?



If you are walking, what does it look like?
What do you need to get to the next level?

If you are running, what does it look like?
What do you need to get to the next level?

If you are flying, what does it look like?
How can you keep flying?

FLY

RUN

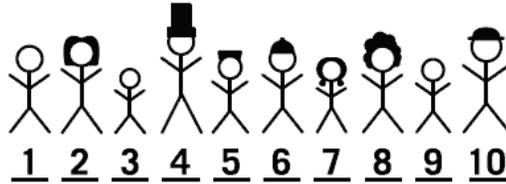
Reflection

- What methods or techniques do you use for introductory sessions and participant assessments?
- How might you adapt the survey (see trainer's guide page X) and integrate into your registration process?

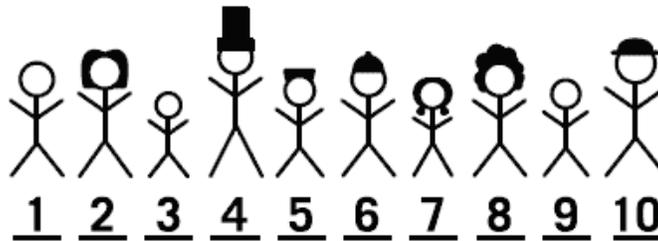
Human Spectrogram



I love brik so much I could eat every day for a year



Human Spectrogram



- Women Entrepreneurs must link use of social media tools to business results to be successful
- It is better to focus on using one social media tool well than all at once
- Some media tools are better for professional networking than others
- Social Media requires an investment of ten hours per week to be successful

Women Entrepreneurs in Tunisia

18,000 Women Entrepreneurs In Tunisia



11% Handicrafts
41% Services
22% Industry
25% Trade

75% married with children

Tunisian women invest in several fields including ICT, Consulting, advertising, software, and AV

Women Entrepreneurs in Tunisia and Use of Social Media



There are some examples of women entrepreneurs, business professionals, and activists in Tunisia who have turned to social media to market their businesses or for professional business networking. These examples are from early adopters, which means there is so much potential.



Women Entrepreneurs in Tunisia and Use of Social Media – Nour Bouakline

Personal Blog



Facebook page for Nour's personal blog



Facebook pages of 2 magazines Nour contributes to



Women Entrepreneurs in Tunisia and Use of Social Media – LinkedIn Users

Textile Industry



Management Consulting



Social Media Women Entrepreneurs in the Arab World and Beyond

A scan of social platforms to find influential women from the Arab World who are using social media lead to this list of 187 women who have great influence and use Twitter.

These women come from all sectors – entertainment, business professionals, journalists, activists, and entrepreneurs.



Entrepreneurship
Diversity
Women's Enterprise

Social Media Women Entrepreneurs in the Arab World and Beyond – Nada Abandah



Entrepreneurship
Diversity
Women's Enterprise

Social Media Women Entrepreneurs in the Arab World and Beyond – Zeinab Samir

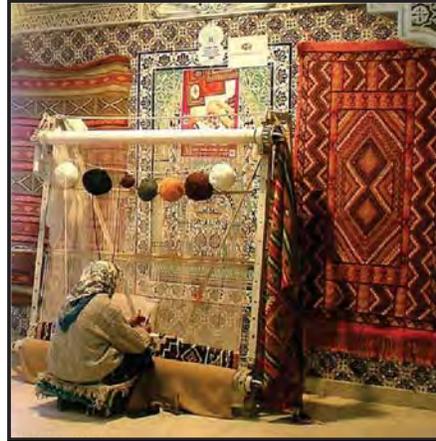


Entrepreneurship
Diversity
Women's Enterprise

Learner Personas – Women Entrepreneurs in Tunisia
Hela's Tunisian Home Handicrafts



© atelier-de-tunisie.com



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Durables
Women's Enterprise
for Sustainability

Learner Personas – Women Entrepreneurs in Tunisia
Douja's Communications and Advertising Agency



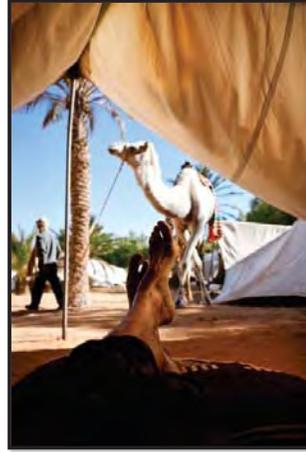
WES
Entreprises Féminines
Durables
Women's Enterprise
for Sustainability

Learner Personas – Women Entrepreneurs in Tunisia
Raoudha's Pastry Shop



WES
Entreprises Féminines
Durables
Women's Enterprise
for Sustainability

Learner Personas – Women Entrepreneurs in Tunisia
Amel's Cultural Tours



Learner Personas – Women Entrepreneurs in Tunisia
Marwa's Leather Notebooks



The Potential of Women Entrepreneurs and Social Media



The Potential of Women Entrepreneurs and Social Media – A Special Skillset

Women possess strong communication skills and social intelligence

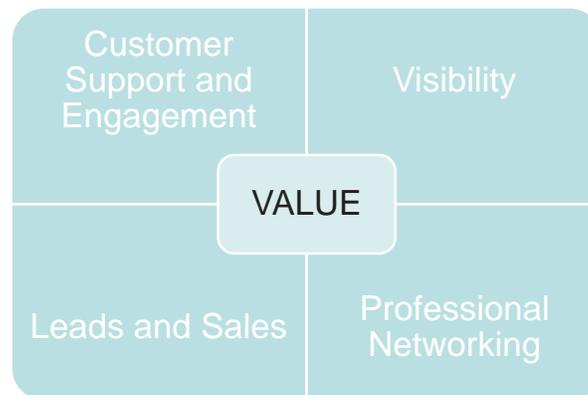
Women are better listeners

Women collaborate

Women prefer lower risk opportunities



Why Use Social Media?



Selecting the Right Mix of Social Media Channels



- What is the business objective for using social media?
- Who is the current or potential customer?
- Can you reach that audience target through social media channels?
- How much time do you, the business owner, have to invest?
- Is the optimum investment of time in social media compared to other channels?
- Who is the point person for all social media activity?
- How will you define and measure success?
- What tools are most important to reach your goals?



Selecting the Right Mix of Social Media Channels – Understanding Your Customers

Without knowing about the social behavior of your audience, how do you know they're going to be spending time in the same social networks as you?



Selecting the Right Mix of Social Media Channels – Focus on Results



POST Framework

This is a simple business framework that can help entrepreneurs think through how they social media integration and selection of tools.



POST Framework – People

You may be focusing on one of two or both types of audiences:

- Business to Business Networking or Professional Networking



- Consumers



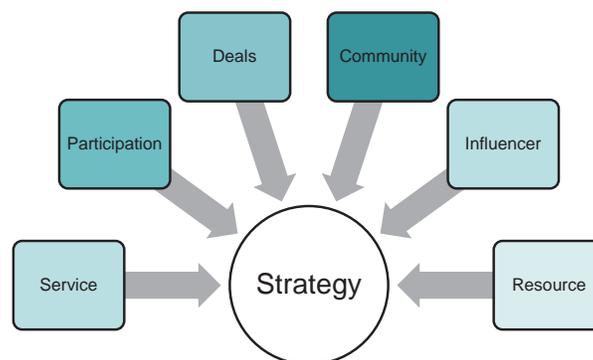
POST Framework – Objectives

It is critical to have measurable objectives. We will go cover these in more depth for each of the social media tools, but suffice it to say that everything flows from having strong SMART objectives. The key is having a clear idea of what you want to happen, what actions you want people to take, as a result of your social media effort (will they buy, try, attend, etc.).

Specific	Significant and Simple
Measureable	Meaningful and Manageable
Attainable	Achievable and Acceptable
Relevant	Results-oriented and Realistic
Time-Specific	Time-limited and Tangible



POST Framework – Strategies



POST Framework – Service



POST Framework – Participation



POST Framework – Deals



POST Framework – Community



POST Framework – Influencer



POST Framework – Resource



POST Framework – Select Tools



facebook

Pinterest

LinkedIn

Blogger

twitter



Applying the POST Framework – Amel's Cultural Tours



Goals:

- To use social media as a business tool to connect with key people in the Tunisian tourism industry who may share information about her tours with tourists.
- To connect directly with tourists online who are in Tunisia or planning a visit and looking for a highly quality cultural tour.

Applying the POST Framework – Amel's Cultural Tours

People

Business Networking:

- Hotels managers from upscale hotels who provide tourist information to guests
- Tourism information providers in Tunisia – kiosks, offices, and others

Tourists:

- English speaking people planning a visit to Tunisia who are interested in the culture and history
- French speaking people planning a visit to Tunisia who are interested in the culture and history
- Arabic speaking people planning a visit to Tunisia who are interested in the culture and history

Applying the POST Framework – Amel's Cultural Tours

Objective

Business Networking:

- To connect with 50 people in the Tunisian tourism and hotel industry via LinkedIn by December, 2013
- To cultivate 20 connections and encourage them to link to her online site by December, 2013

Tourists:

- To attract 1000 visitors per month to visit the blog/web site by December, 2013
- To convert 3% of visitors from social channels to online store to purchase tour tickets by December, 2013
- To generate 20 referrals from post customers to their friends via social channels



Applying the POST Framework – Amel's Cultural Tours

Strategy

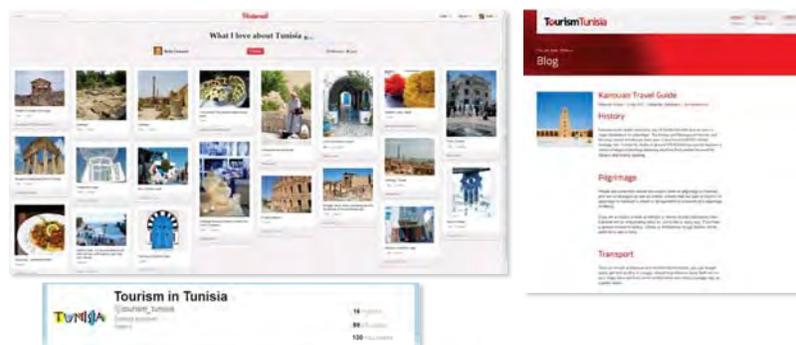
Amel's strategy is to identify, connect, and cultivate business-to-business people to help get the word out to potential buyers of her tours. She develops a prospect of list people to research on LinkedIn, identify if there are any events where she can meet them face-to-face, and ways to cultivate them on a regular basis.



Applying the POST Framework – Amel's Cultural Tours

Strategy

To reach online consumers, she decides that becoming a resource on Tunisian cultural and historical landmarks is a great match.



Applying the POST Framework – Amel's Cultural Tours

Tactics

To reach online consumers, she decides that becoming a resource on Tunisian cultural and historical landmarks is a great match. She decides to start a blog focusing on the architecture, culture, and history of Tunisia – and develops an editorial calendar so she cover every landmark over the course of the year. Her blog posts are cross posted on the Facebook, where she answers questions about Tunisian historical landmarks and culture.

She also starts a Twitter profile and also starts live tweeting her tours and answering questions about Tunisian culture and promotes her online store.

Finally, she starts a Pinterest account that showcases different Tunisian hotels, landmarks, and her tour routes. All link back to her blog and web site and store.



Reflection with a Partner

- What exercise would you use with the personas to help participants think through strategy?
- How will you adapt or change the personas?
- What resonated?
- What is still unclear?



Break!



Blogs and Blogging for Women Entrepreneurs

We will now discuss how a blog can support small business objectives.



WES Entreprises Féminines Durables Women's Enterprise for Sustainability

Why a Blog Can Be Valuable for a Small Business

- Engage and connect with customers
- Making announcements
- Behind the scenes insights
- Transparency
- Sales
- Social media integration

WES Entreprises Féminines Durables Women's Enterprise for Sustainability

Examples of Blogs – Businesses



WES Entreprises Féminines Durables Women's Enterprise for Sustainability

Examples of Blogs – Women



Editorial Plan – What Will You Blog About?

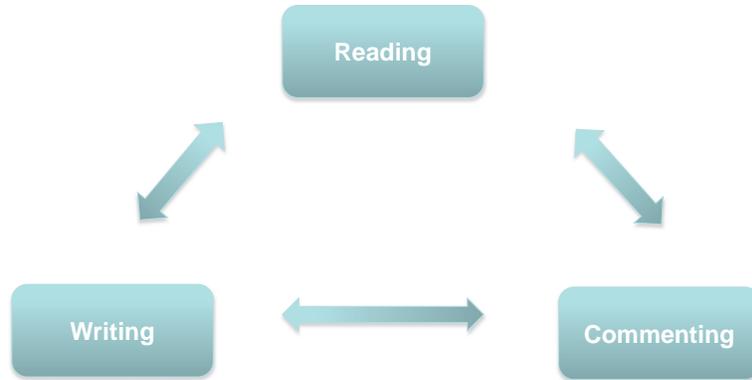
Content	Steps	Blog Post Types
<ol style="list-style-type: none"> 1. What are you going to write about? 2. Will it support your social media strategy and business objectives? 3. What will be useful to your audience? 4. How often will you publish blog posts? 	<ol style="list-style-type: none"> 1. Brainstorm a list of topics 2. Brainstorm a list of blog post titles 3. Identify if you need to do research for additional information 4. What image can you use to illustrate your post? 	<ol style="list-style-type: none"> 1. Features 2. Announcements 3. Sales 4. Ask for feedback/support 5. Instructional 6. Tips 7. Case Study 8. Lists 9. Instructional 10. Interviews

Small Group Exercise – Brainstorm Blog Topics for one of the Persona's

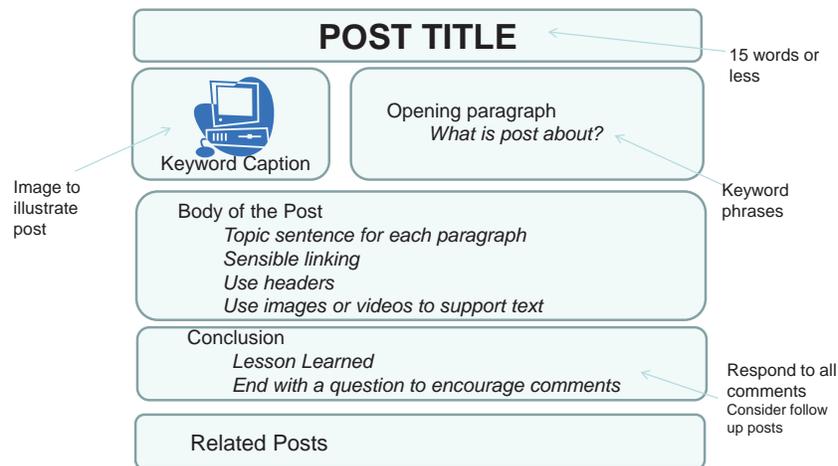
Participants will work in small groups and each group will be assigned a type of business to develop an editorial plan for a blog using a worksheet. The business types will be based on the personas and include:

- Decorative Tunisian Handicrafts for the home wants to sell crafts online to consumers.
- Cultural Tours Business wants to support existing customers and reach new ones by being a resource on Tunisian cultural and historical landmarks and touring Tunisia for the history lover
- Leather Notebooks Business wants to sell handcrafted notebooks to NGOs, businesses, and retail outlets.
- Pastry Shop wants to support existing customers and attract new ones by selling pastries online and raising awareness of product and brand.
- Advertising Firm wants to generate leads for new clients from Tunisia

The Workflow of a Blog



Blog Post Structure



Blogging Style Guidelines

- 250-750 words, sometimes longer
- Use creative commons images or your own photos to give interest
- Descriptive title, questions help encourage interaction
- First paragraph to state what you're writing about
- "Chunk" your text, use headlines
- Make it scannable

Using Photos and Videos

Seven ways the right photo and video can increase readership and blog views.

1. Convey the overall feeling or emotion of your post
2. Illustrate a metaphor or analogy that is part of your main idea
3. Share a service or product
4. Evoke surprise or curiosity
5. Complement your headline
6. Make your reader smile
7. Readers are visual learners and images can help people take in and retain information better.



Encouraging Comments

Encourage comments!

Share your thoughts!

What do you think?

Introducing Blogger



Blogger is a blog-publishing service owned by Google that is easy to navigate, available in countless languages, and simple to design.

Set-up Your Blogger Account



1. Create a gmail account for access to all Blogger features
2. Visit Blogger.com/start
3. Click on the orange arrow that says, "Create Your Blog Now"
4. Create your blog name
5. Choose a template
6. Click on the "Start Blogging" arrow
7. Write your first blog post and then click, "Publish Post"
8. Click "View Blog" to see your post
9. Click on the orange B at any time to go to your dashboard

Two Blog Posts

- Write a post that summarizes the editorial plan for the blog.
- Write a second post on a topic in the editorial plan and include a photo and link to an outside webpage.

Share Your Blog Post



Reflection

- How do you envision Tunisian Women Entrepreneurs using blogs to build their businesses?
- What types of businesses could benefit most from blogging?
- How would you deliver this segment on learning how to blog?
- What would you change, add, or take away?



Lunch



Facebook Brand Pages for Small Businesses – Best Practices



- Why Facebook
- Getting Started
- Objectives
- Look and feel
- Work flow
- Engagement
- Content
- Measurement

Facebook in Tunisia

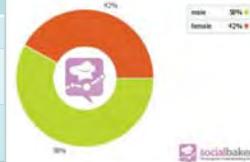
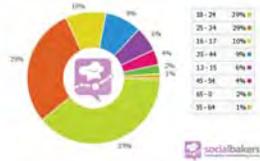


Total Facebook Users: 3,107,860

Country Rank: 47

Penetration of population: 29.35%

Penetration of online population: 86.33%



Why and How Facebook Can Increase Awareness of Your Business, Brand, or Products with Consumers

- Keep current audiences engaged between events
- Raise brand awareness
- Identify and recruit new audiences to your events, programs, concerts, or exhibits
- Inspire conversation online/offline to support audience development
- Get new ideas and feedback on programs and services
- Research what people are saying about your organization
- Drive traffic to web site or blog
- Social content generation
- Identify and build relationships with influencers, allies & supporters



How To Set Up Facebook Brand Page

Facebook for Business

There are over 900 million people on Facebook. Learn how to reach the right audience for your business and turn them into customers.

[Start Here](#)

Steps to Business Success

What's New

Success Stories

- ✓ 100% increase in sales from Facebook
- ✓ 80% of purchases from new customers
- ✓ 30% increase in site visits

[Read More](#)

<https://www.facebook.com/business>



Establishing Objectives of your Facebook Page



Review!

S	Specific
M	Measurable
A	Attainable
R	Relevant
T	Timely



1. How Many



2. By when?

Designing the Look and Feel of Your Facebook Page – You don't have to be a graphic designer

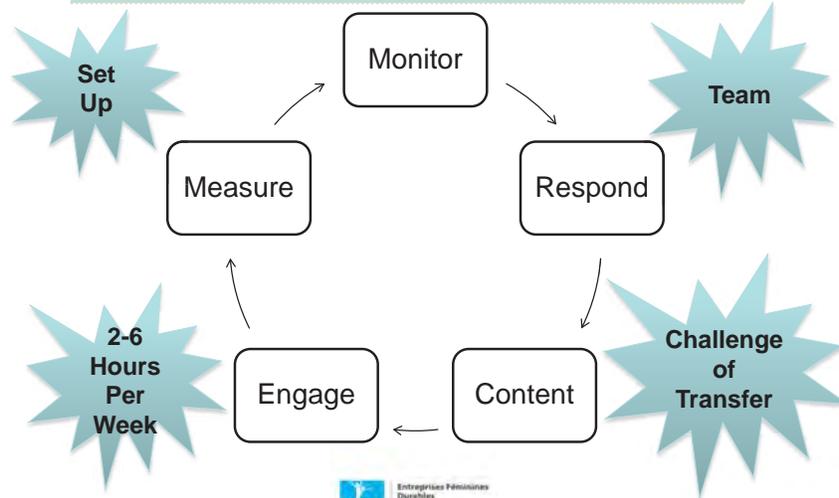


Credit: Mari Smith

What do you notice about the design?



Understanding the Workflow and Time Commitment for a Successful Facebook Page



Understanding the Workflow and Time Commitment for a Successful Facebook Page

- Who is your page administrator? You can have an unlimited amount so why do it alone?
- Will you post as yourself or your page? You can now toggle between both!
- Time management prevents you from spending all day on Facebook. Dedicate chunks of time to have conversations. This leaves time for planning as well as collecting & analyzing data.
- Tips for being effective: Spend your time being a resource, engaging, moderating & measuring.
- Do you have a Facebook Use Policy? This is useful if you have a staff and/or volunteers helping you.
- What is your Community Policy? This is where you can outline what types of posts are appropriate.
- Thinking beyond the Brand Page: Subscribe to staff profiles

Engaging Your Customers and Creating Compelling Content on Facebook

1. Variety of content types and consistency
2. Short: 80 characters or less for status updates
3. Eye catching images with bright colors and relevant content
4. Include a call to action: share, like, comment
5. Celebrate milestones, share good news
6. Timely topics with the right frame for your audience
7. Experiment with varying times of day/day of the week
8. Special deals or coupons or contests
9. Always be commenting
10. Weekly/monthly review of analytics to better understand what resonates

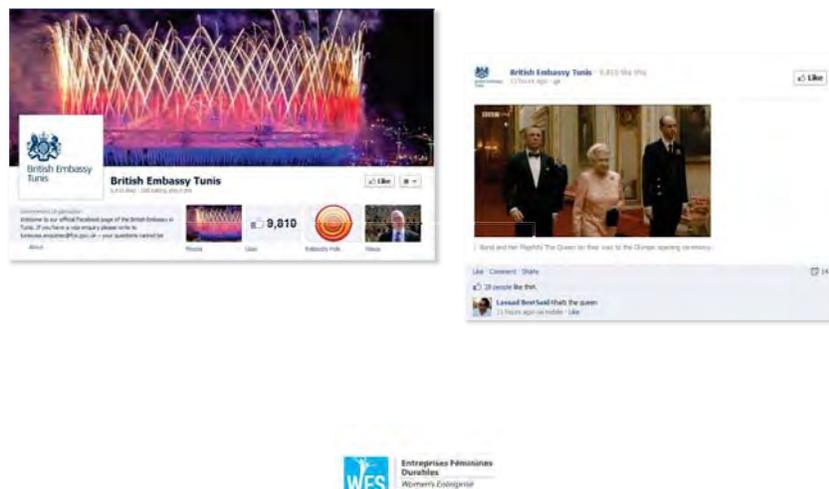
Engaging Your Customers and Creating Compelling Content on Facebook: Visuals



Engaging Your Customers and Creating Compelling Content on Facebook: Short Posts



Engaging Your Customers and Creating Compelling Content on Facebook: Short Posts



Engaging Your Customers – Always Be Commenting



Using Measurement to Analyze Your Results

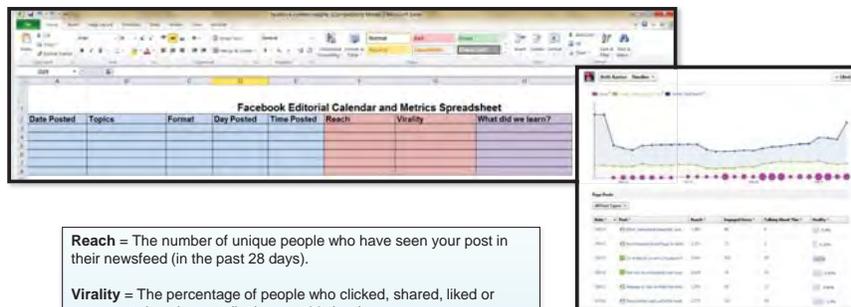
Reflect and Refine

Facebook Insights help you look behind the "Like"

facebook



Using Measurement to Analyze Your Results



Reach = The number of unique people who have seen your post in their newsfeed (in the past 28 days).

Virality = The percentage of people who clicked, shared, liked or commented on the post (in the past 28 days).

Break



Small Group Exercise – Brainstorm Ideas for a Facebook Page

Working in small groups, brainstorm ideas for a Facebook Brand Page look and feel, content, outreach, and engagement for the persona: “Amel’s Cultural Tours” Facebook Brand Page. Here are some examples of Tunisian tourism pages on Facebook:



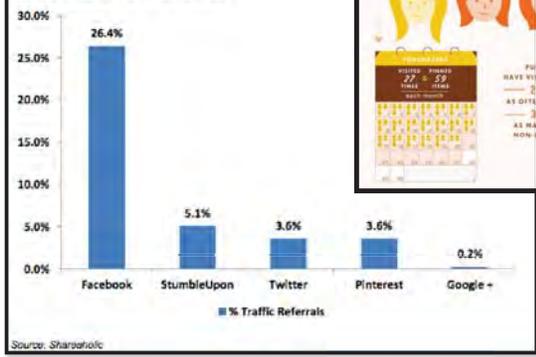
Illustrate Your Facebook Strategy

Create a poster about the Facebook page for “Amel’s Cultural Tours”



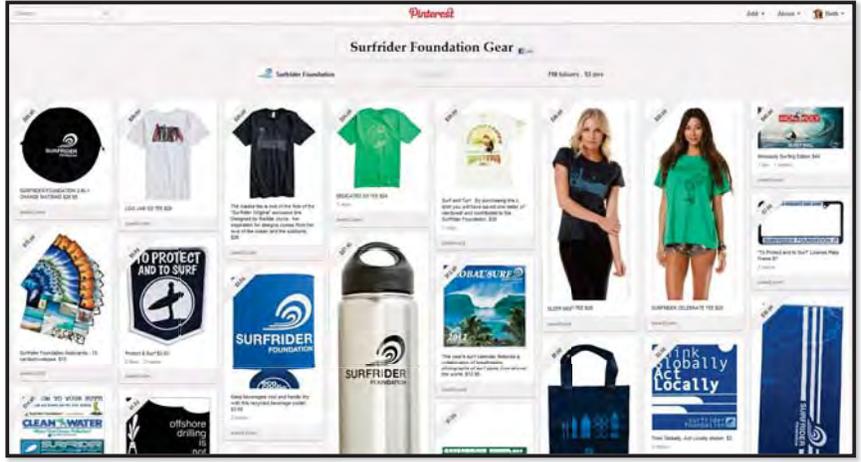
Pinterest Offers Lots of Value To Small Businesses

Figure 4: Social Media Traffic Referrals

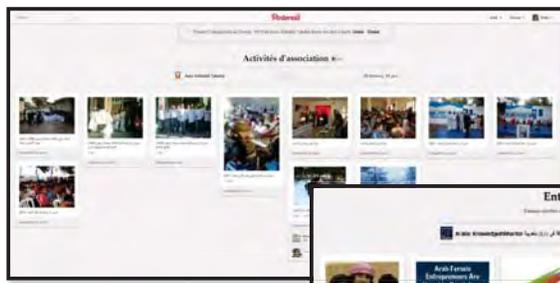


OVERALL, 1 IN 5 PINTEREST USERS ARE BUYING ITEMS THEY HAVE PINNED.

Examples: Online Stores and Sales



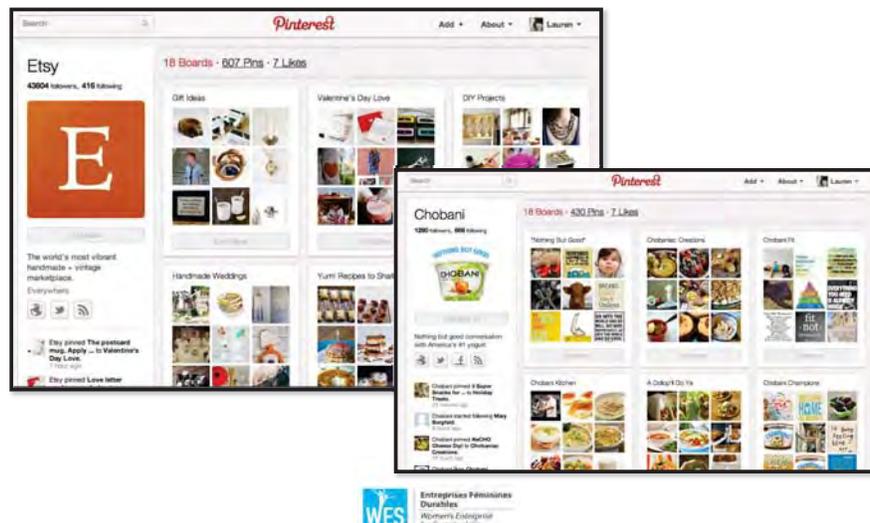
Pinterest in Tunisia & the Middle East



A Few Great Examples of Businesses Using Pinterest



A Few Great Examples of Businesses Using Pinterest



Pinterest – How To Get Started

How to sign up: Visit [Pinterest.com](https://pinterest.com) and click, "Request an Invitation." Within a few hours, an invitation will appear in your email.

After you receive your invitation: Connect with your Facebook and Twitter account and edit your profile. You can add a link to your website or blog as well. Add a photo.



<https://pinterest.com/about/help/>



Pinterest – How To Get Started

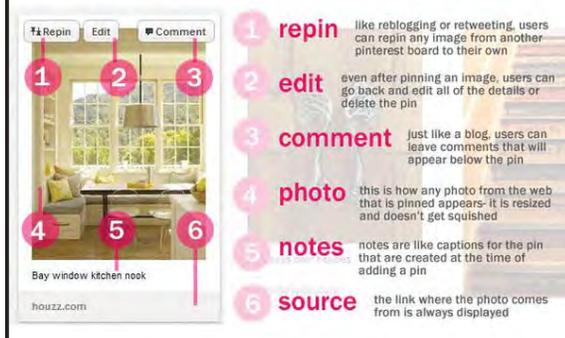
Create your first Pinboard: New pinboards can be created anytime by clicking the “Add” button on your Pinterest navigation bar. You can name each board something unique. But before you create your first board, think about what your business should pin to support goals.

How to Pin an Image: You can either upload a photo from your computer by clicking the “Add” button on your navigation bar. You can also pin any photo on Pinterest. With the “Pin It” button you can install on your toolbar, you also have the convenient option of pinning any photo you see on the web!



Pinterest – Best Practices and Techniques

[Anatomy of a Pinterest PIN]



Best practices when pinning:

- Pin from the original source
- Pin from permalinks
- Give credit and include a thoughtful pin description

Pinterest – Best Practices and Techniques



Lets Practice Pinning!



Each group or pair will pick one of three Women Entrepreneur Businesses and create a pinboard that supports their business objective

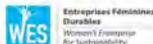
- Hela's Tunisian Home Handicrafts
- Amel's Cultural Tours
- Raoudha's Pastry Shop

Each pair or group will set up a Pinterest account and create boards and pin items to the board.

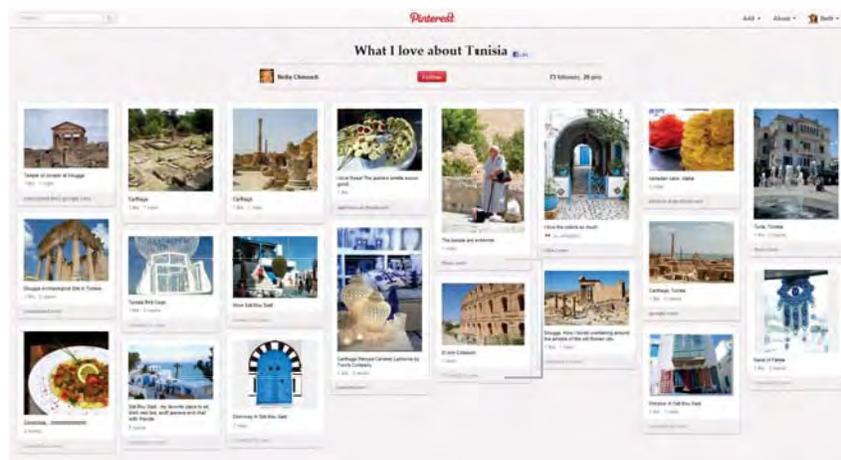


Exercise Steps

- Brainstorm the titles and focus for different boards to support the businesses
- Set up a pinterest account
- Browse the images on the links and add images to the board
- Remember to write a brief description (one sentence) about your pinned item
- Search on pinterest to find other items to repin
- Search other sources to find items to pin



Let's Share Our Boards



Reflection

- How do you envision Tunisian women entrepreneurs using Pinterest as part of social media strategy to support business goals?
- What types of businesses would benefit the most?



Reflection with a Partner

- What was the most significant moment of learning from today?
- What are you most excited about?
- What is still unclear?



Thank you

We will see you tomorrow morning!

Social Media for Women Entrepreneurs

Day Two: LinkedIn, Twitter, and Interactive Training



WES is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). More information about MEPI can be found at: www.meppi.state.gov. WES is managed by the Institute of International Education (IIE), and implemented with a coalition of leading experts and local and international partners from the public and private sectors.

Learning Objectives

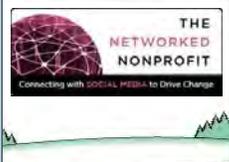
- To understand the benefits and best practices for using LinkedIn for professional networking
- To introduce the benefits and best practices for using Twitter for professional networking and brand or product promotion or customer support
- To introduce interactive training techniques for teaching social media



Social Media for Women Entrepreneurs Day Two

● AGENDA

- Overnight Reflection
- LinkedIn Practicum
- Twitter Practicum
- Using the Social Media Tools
- Interactive Training Techniques
- Reflections



● FRAMING

- Interactive
- Tell Us To Slow Down or Repeat

● OUTCOMES

- Understanding LinkedIn and Twitter for professional networking
- Using interactive training techniques for teaching social media



Overnight Reflection

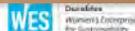
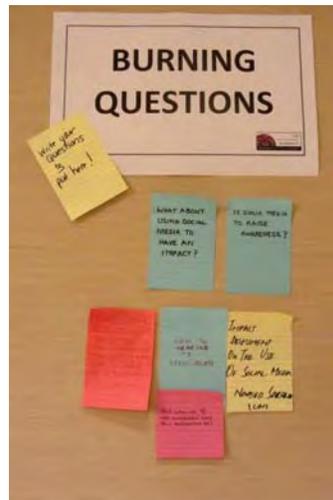


Reflection: What are some of your key reflections from yesterday?

Curious: What are you most curious about learning today? What are your burning questions?



Post Your Sticky Notes



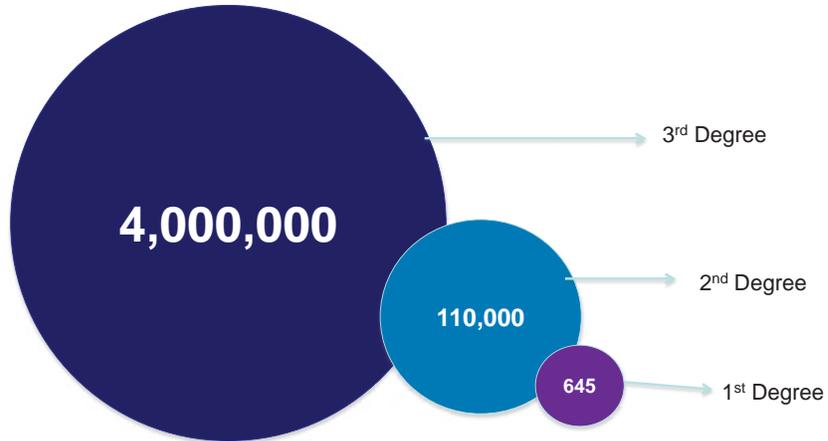
LinkedIn for Professional Business Networking



LinkedIn is known as a professional social network. It has been called Facebook with a suit and tie. It is also the best social channel for business to business networking and lead generation. LinkedIn is a great way to meet new business prospects, potential partners, and leverage relationships within your existing network for referrals. It can extend and enhance networking offline



LinkedIn – Why is it Important as a Professional Networking Tool?



Getting Started Questions



- What are your professional networking goals for LinkedIn?
- What are your skills and specialties?
- What types of people do you want to connect to and why?

What Makes Your LinkedIn Profile Stand Out?

- Use professional headline that brands you
- Customize your profile URL with your name, business, and area of expertise
- Include web site and blog links
- Complete your profile
- Use keywords
- Use a professional photo of yourself
- Include your social profiles
- Include affiliations
- Post updates



Connections

1st

- Like, Comment, Message
- Introductions
- Write or ask for recommendations

2nd

- Search for potential business connections
- Send connection invitations

Groups

- Contribute to the discussion
- Ask and answer questions



Leveraging Your Connections

What are you looking for?

Keywords:

Location:

Industry:

- Specific Person: Does one of your contacts know that person?
- Can one of your first degree connections help you?
- Can one of your second degree connections help you?
- How will you ask for help?

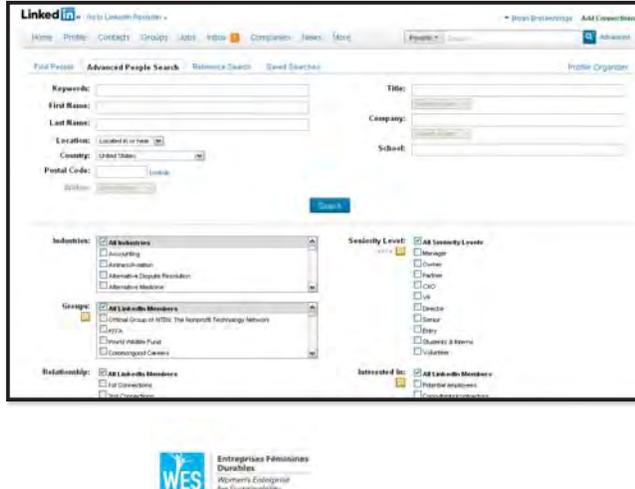


Building Your Network



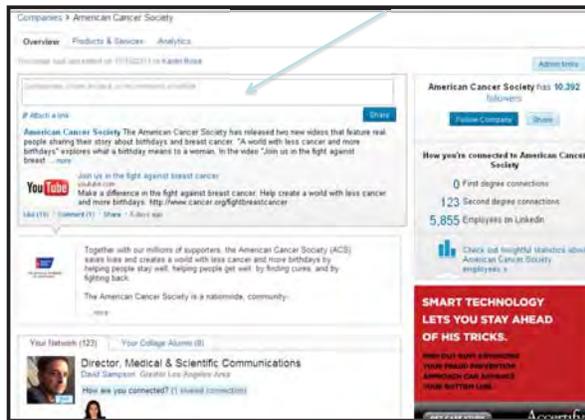
Tips for Using LinkedIn for Business Development and Growing Your Network

Use the "Advanced Search" options



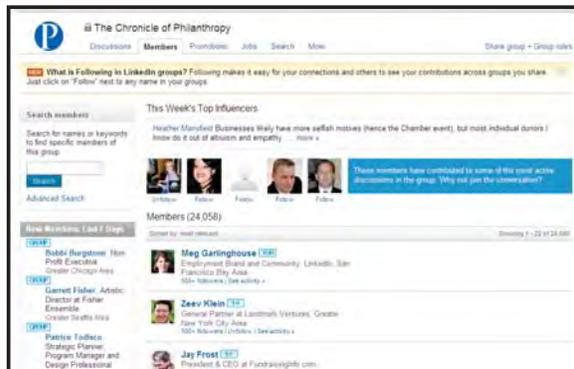
Tips for Using LinkedIn for Business Development and Growing Your Network

Send updates to your followers

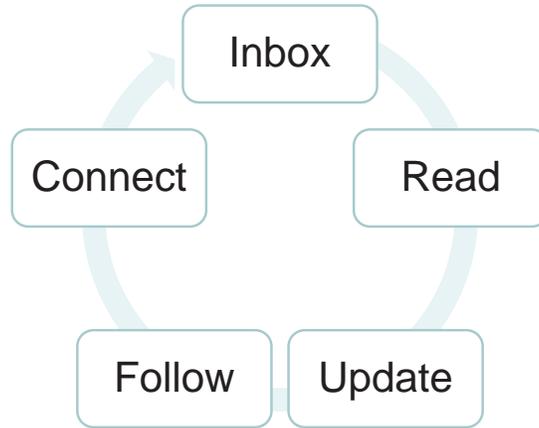


Tips for Using LinkedIn for Business Development and Growing Your Network

Thought Leadership through LinkedIn Groups



Work Flow: A Few Hours A Week



Break



LinkedIn Exercise – Set Up or Improve Upon Your Account

If you are setting up a LinkedIn account for the first time, begin by gathering your bio and a professional photo.

Be sure to complete the entire form so that everyone in the workshop can find you and connect with you.



LinkedIn Exercise – Connect With Other Participants



Twitter for Professional Networking



Twitter can be an excellent tool for professional networking for any business. Twitter make it easy to get “just in time support,” network, connect with different people who have different expertise.



Why is Twitter Useful?

Twitter has many uses for both personal and business use. It's a great way to keep in touch with your friends and quickly broadcast information about where you are and what you're up to.

For business, Twitter can be used to broadcast your company's latest news and blog posts, interact with your customers, or to enable easy internal collaboration and group communication.



Your Twitter Profile

twitter



Twitter as a professional networking tool!

- Twitter 101
- Profile Set up: Elevator Speech/Photo
- What makes a good Tweet
- Set up lists w/everyone's ID
- #westunisa hashtag
- Tweet your learnings today



Examples of Profile Descriptions



Farah Samawi
@FarahSamawi
PR & Marketing Manager @HiltonKHBTCC. CPRM. Trainer at JasJordan. Married to @superbatman. Member of BPWA. Reading, Music, Photography, Accessories, Sewing
Jordan <http://heavenlyjoy.blog.com>



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http://ask.fm/NaahNodaa #askuser
Riyadh-London-Heaven



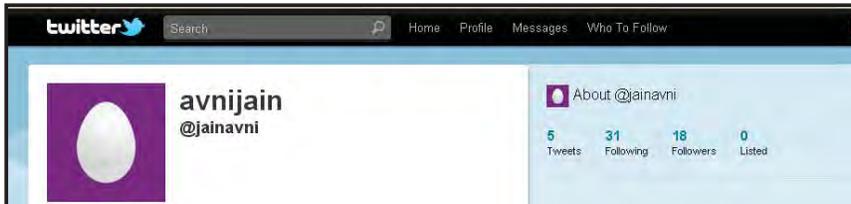
Asmaa Mahfouz
@AsmaaMahfouz FOLLOWS YOU
العظماء ... يصنعون الفرص والتأجيل ... يستغلونها والعاديون ... يشكونها أما
الفاشلون ... فيسخرون منها!
Egypt, Cairo <http://weif-inside.blogspot.com>



Your Twitter Profile

Visit: <http://www.twitter.com/signup>

Include your personal elevator speech and a photo so people know who you are and why they want to follow you



twitter Search Home Profile Messages Who To Follow

avnijain
@jainavni

About @jainavni

5	31	18	0
Tweets	Following	Followers	Listed



Twitter 101 – A Cheat Sheet

Twitter – Cheat Sheet

- 120 Characters** You have 140 characters to post on Twitter, but it's best to use only 120 so that people can Retweet you easily with RT @username in front of your post.
- Retweet (RT)** RT @username – When you forward on someone else's tweet, it's etiquette to put RT @username before the copied tweet, e.g. "RT @stephenly Independent article here worth a read: <http://tinyurl.com/2v8v9au>".
- @** Use this to talk to other users with @username (no space between @ and their name), e.g. "@LexisClic Thanks for your Twitter cheat sheet, it's proving y useful!".
- DM** Short for direct message – for conducting private conversations. Check yours in the right-hand column of your homepage.
- Trending** The most popular topics on Twitter. They will usually be big news stories or shared Twitter jokes. Current trending topics are listed on the right-hand column of your home page.
- Hashtag** Use # to organize your posts, create and join trends. Many trending topics have a # before them! Twitter users use the hashtag # to direct their talking about a specific subject, so that other users can search for the hashtag term to see what's happening.
- #** Follow Friday – On Fridays, use this hashtag to recommend other people you think your followers would find it useful to follow.
- #fridayfun** Use this to post something fun for your followers on a Friday.
- Lists** You can use Lists to group people and businesses you follow into useful categories. You can follow the whole list in one go or just view the list on a separate page – it shows all those selected people's recent tweets.

What to Tweet

- Tweet valuable information relevant to your objective
- Link to editorial calendar
- Use #hashtags
- Reply instead of post
- Share photos
- Say something provocative or funny
- Ask questions

Lunch

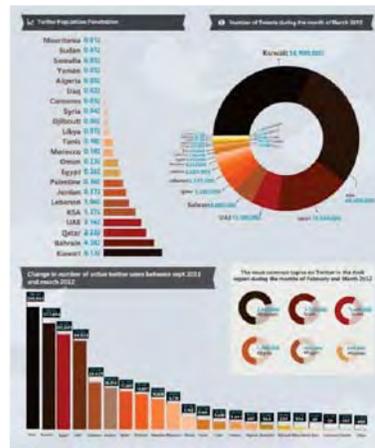


Twitter for Brand or Product Promotion or Customer Support

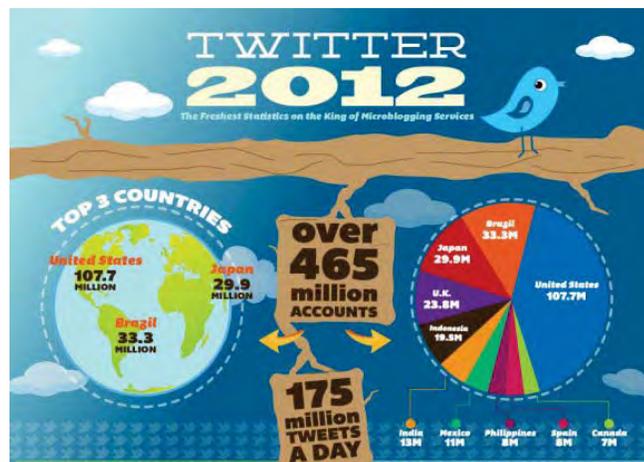
We explored Twitter as individuals, now it is time to see how it can be used to support business brands.



Twitter in the Arab World

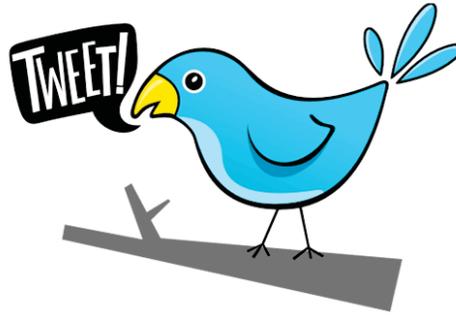


Twitter is Growing



Why Twitter is a Win for Small Businesses

- Sharing information
- Prospecting tool
- Networking
- Research
- Connect with customers
- Brand recognition



Objectives

What do you want to accomplish?

- Reinforce that you are a trusted leader
- Present an image of openness
- Subject matter expert in your industry
- Advocate on social responsibility
- Walk the innovation talk

What audience do you want to reach?

- Press
- Industry leaders
- Policy-makers
- Other Business Owners
- Students/Young Professionals

Look and Feel: Match Brand



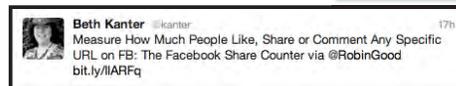
The collage displays three examples of WES branding: a Twitter profile for WESGlobal, a website homepage for wesglobal, and a social media post for Women's Enterprise for Sustainability. The branding is consistent across all platforms, featuring the WES logo and the tagline 'Entreprises Féminines Durables / Women's Enterprise for Sustainability'.

Workflow – Mobile Apps to Keep in Mind

- Tweet from your Phone.
- Twitter allows you to update your status and receive updates via text message.
- To start sending and receiving mobile tweets:
 - Under “Settings”, go to the “Devices” tab.
 - Enter your phone number.
 - To disable this option go back to the same panel and follow the same instructions.
- Use Mobile Applications
 - Ubersocial
 - Twitter for Blackberry, Android or iPhone



Engagement



Content – Tips

DO

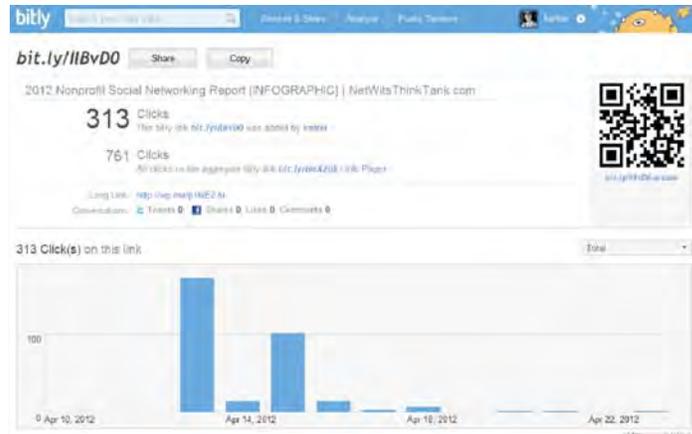
- Engage with people. Take an interest ... them, they'll take an interest in you!
- Watch grammar/spelling – 140 characters to make an impression - make it count!
- Ask questions! Twitter is great for getting opinions...
- Comment on other's tweets.
- Use a casual, friendly tone in your messages.
- Use “Save this Search” on your homepage.
- Post articles and sites you think people will find interesting.

DON'T

- Get into a long-winded discussion – others can see your feed - take it offline!
- Get caught up in the apology loop – be helpful instead.
- Spam folks – start gently & build up a reputation.
- Brag too much!
- Don't sell!



Measurement



Open Lab

Let's practice our skills on any of the tools, ask questions, or learn more advanced techniques.

LinkedIn **facebook** **twitter**



Break



Interactive Training Techniques

We will now share and demo techniques on how to make training sessions more interactive and give participants a chance to practice.

The objective:

- To understand why interactive training is more effective
- To **model** and **debrief** on different interactive techniques
- To discover ways to apply interactive techniques to your own training



Share Pairs and Networking Activities

Write on Index Cards or Sticky Notes:

What was the best learning experience you ever had in a training that inspired you to put the knowledge or skills into practice?



Why Active Learning is More Effective

The interactive lecture delivers the key points, principles, frameworks, and stories

- Instructor does not talk the entire time
- Orient: Key points up front
- Handouts: Have a place for people to take notes
- Variety: Visuals, different questions, different activities
- Pacing: Opportunities for participants to digest the information
- Modeling: Clear demonstrations of what you are talking about
- Summary



Rethink Your Role as Trainer to Co-Learner



What Do Learners Want Most From a Training?

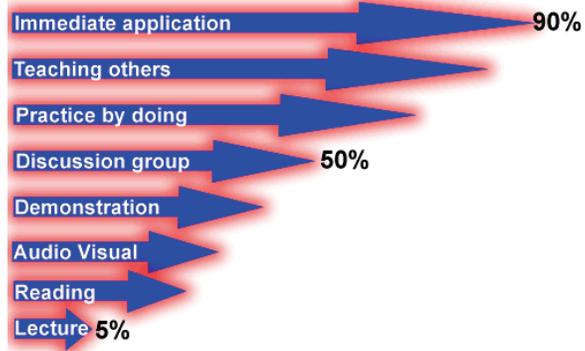
Hate Most	Want Most
Too much information	Clarity
Lack of interaction	Interaction & Connection
Lifeless presenter	Enthusiasm

Why Interactivity is Important

- Improves effectiveness of training
- People will pay more attention
- Pacing is important
- Use different techniques to help participants apply and digest information every 10-15 minutes
- May require you to rethink the way you teach and prepare in a different way



The Straight Lecture – Least Effective

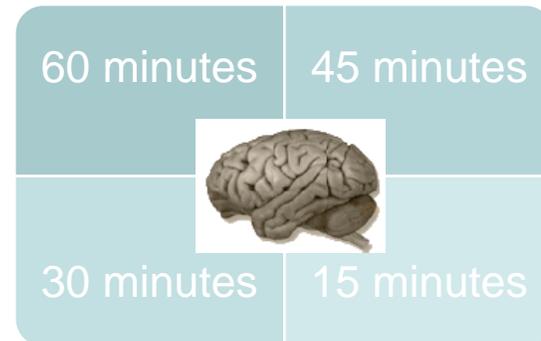


Retention Rates

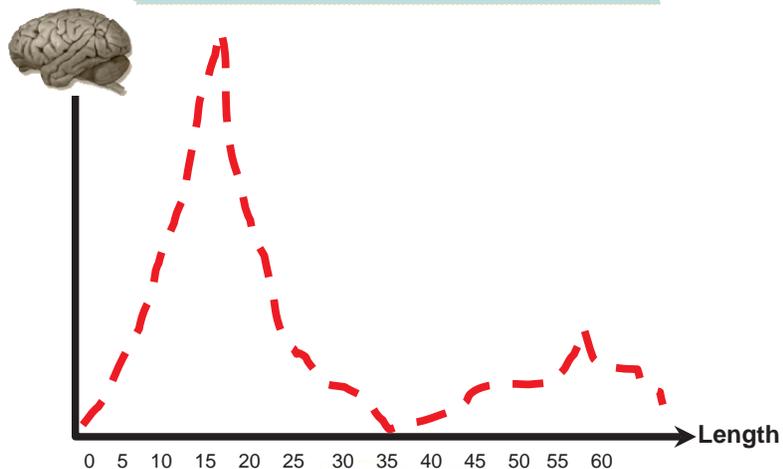


Four Corners of the Room

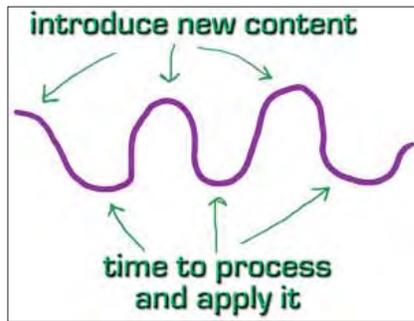
If you were listening to a 60 minute lecture, how many minutes would go by before your mind starts to wander?



Attention Span Study



Pacing is Important



Introduction

Content

Interaction

Content

Interaction

Content

Interaction

Summary

Icebreakers – The Human Spectrogram

Use for participants to get to know each other or for you to get to know the group's level of experience and attitudes – Networking Exercises, Spectrograms, and more.



Strongly Agree Strongly Disagree

Icebreakers – The Human Spectrogram

When training is interactive, participants pay better attention to what is being taught and are more likely to apply what they've learned after the training.



Strongly Agree Strongly Disagree

Thinking About Different Learning Styles

Learning Style	Learner Interaction With Content
Word	Handouts with written bullet points with space to take notes
Visual	Use the diagram or pictures in your slides to reinforce points Use Sticky Notes for brainstorming Analyze video
Movement	Stand Up, Sit Down Spectrogram Four Corners of the Room Game
Self	Reflective questions: Think and Write Assessments
People	Share Pairs or Table Shares to discuss reflective questions related to content Full Group discussion



Ask Powerful Questions

Think and Write: What are some powerful questions that you can ask related to the content you are training on?



Summary – Why Interactivity is Important

- Improves effectiveness of training
- People will pay more attention
- Pacing is important
- Use different techniques to help participants apply and digest information every 10-15 minutes
- May require you to rethink the way you teach and prepare in a different way



Facilitating Small Group Exercises – Peer Assists, World Cafe

The heart of your training will be an exercise that allows your participants time to apply the information to the real world.

- Planning
- Scenarios/Case Studies
- Role Playing
- Cross-Training



Learning Activity

1. Identify discussion questions for group to discuss based on content presented in interactive lecture
2. Using a worksheet, each participant works with a partner or themselves to create a mini-plan
3. Full group report out



Computer Hands On

1. Laptops, Laptops Down
2. Determine if you have novices who may need more coaching and peer with more advanced users – or that you may need to do some one-on-one
3. If all novices, walk them through the steps, but involve them. Ask them questions. Ask them what you will do next.
4. Handouts with instructions, if novices
5. Have more advanced users be the teacher at the front of the room
6. Don't do more than 30 minutes of hands-on without a break



Great Endings

A closer is an exercise that lets participants sum up their learning or takeaways, commit to putting ideas or skills into action, and to say good bye to one another and express appreciation.



Evaluations

Formal Survey

- Ask questions to determine how well you met your learning objectives
- Ask questions to find out what people liked most and what could be improved: content, materials, pacing, environment, room, food, etc.
- Ask questions to get feedback about you: teaching style, facilitation skills, responsiveness to group, content knowledge

Informal Verbal Debrief

- Ask for: keep, change, delete
- 3x5 card – write down what they will implement



Workshop Reflection



Social Media for Women Entrepreneurs

Thank You!



**Entreprises Féminines
Durables**
*Women's Enterprise
for Sustainability*



WES is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). More information about MEPI can be found at: www.meppi.state.gov. WES is managed by the Institute of International Education (IIE), and implemented with a coalition of leading experts and local and international partners from the public and private sectors.