



This project is  
funded by the  
European Union

**act:onaid**

# SUSTAINABLE LIVELIHOODS AND TRANSPARENT LOCAL AUTHORITIES

—● **SLATLA PROJECT** ●—

## **SOCIAL MEDIA TRAINING MANUAL**

**September 2019**



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# ACKNOWLEDGEMENT

This manual is a product of the collaborative effort of ActionAid Ghana, La Nkwantanang – Madina Municipal and the Sunyani West District Assemblies with funding from European Union.

The development of this manual is an integral part of the Sustainable Livelihoods and Transparent Local Authorities (SLATLA) Project. The project is geared towards providing environmentally sustainable livelihoods to the youth, women and persons living with disabilities (PWDs) within the two districts.

Our gratitude goes to the management of the La Nkwantanang - Madina Municipal Assembly, the Sunyani West District Assembly and Global Platform for the diverse roles they played in the development of this manual.

In addition, we are indebted to all those we had the pleasure of working with at various stages of the project implementation namely; the National Vocational Training Institute, the NewEdge Infotech Ghana Limited, the SLATLA Project Management Team, the Project Accountability Team and the District SLATLA Steering Committees of both La Nkwantanang–Madina Municipality and the Sunyani West District Assemblies as well as the project beneficiaries. Your active participation, reviews and technical support towards the development of this manual is hereby duly acknowledged.

This manual will serve as a resource to equipping various categories of persons especially the youth with the requisite skills on sustainable livelihoods to enable them to live a dignified life and contribute their quota to the development of their communities and the nation at large. We indeed encourage other organisations to take advantage of this resource for the stated purpose in similar engagements.

We, subsequently, wish to acknowledge everyone!

# DIGITAL SKILLS: SOCIAL MEDIA MARKETING & E-COMMERCE

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**ESTIMATED DURATION**

*7 hours*

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**OBJECTIVES**

*Identify the use and functions of Facebook pages.  
Outline the steps in making a Facebook page & familiarize self with features.  
Demonstrate using PowerPoint their created and published Facebook page.*

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**PREPARATION:**

*Go through notes and PowerPoint presentation on day's lesson.  
Ensure all learning materials are available for effective learning*

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**MATERIALS:**

*Pens, notebooks, Laptops, WiFi, Projector, Marker Board, Markers, Sticky Notes, Print Outs / Participant's guide*

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**SESSION RESUME**

*This session introduces the learning objective for the day and proceeds to discuss what digital skills mean and what it entails. It also introduces participants to social media marketing and e-commerce to allow participants create social media accounts on Facebook, Twitter and e-commerce platforms to customize their online stores and establish their digital presence. The facilitator will guide how the creation process starts and ends while supervising participants as they do same. Participants will be introduced to some tips and hacks and the purpose social media serves to harness opportunities to promote their businesses on digital platforms.*

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# TRAINING ACTIVITIES

| Activity  | Who |
|---|-----|
| Introduction of session and learning objectives.<br>Sharing printouts / participants guide to aid learning. |     |
| Understanding how Facebook pages work and its functions   |     |
| Introduction to setting up a Facebook page from one's Facebook account                                      |     |
| Creating and customizing the Facebook page, publishing and creating content on the page.                    |     |
| Group Work– participants create pages in groups from lessons given  |     |
| Presentation by participants  |     |
| e-commerce  |     |
| Debriefing & Sum Up   |     |



### INTRODUCE THE SESSION AND LEARNING OBJECTIVES

#### 1. Understanding how Facebook pages work and its functions

Test participants' knowledge on topic introduced by asking them to share on the essence of having a Facebook page. Add up to right answers given by explaining what Facebook pages is about and its uses.

#### 2. Introduction to setting up a Facebook page from one's Facebook account

Ask for random participants to share their knowledge on creating content on Facebook pages and whether they have ever involved in the practice.

From responses given, facilitator identifies if participants have basic knowledge of content creation on Facebook pages or not and begins the introduction from thereof.

Facilitator demonstrates on projected screen how to go about the page creation process on Facebook after which participants are tasked to do same.

#### 3. Creating and customizing your Facebook page and publishing it

The facilitator presents a power point presentation on topic (4) i.e. creating and publishing a Facebook page and publishing page's content.

After presentation, questions are taken from participants on lesson taught i.e. topic (4) and addressed and facilitator ensures there is general understanding of the topic.

#### 4. Group Work assigned to participants

Put participants into groups of 5 with 3 members each to create personal or business pages as tutored by the facilitator.

Co-facilitators are to supervise participants' periodically while they work to ensure they are on track.

#### 5. Presentations by participants

Participants' present assignment in their respective groups' and give out page links which is tested by other participants and facilitators'.

Groups with successfully published and running pages are congratulated and made to assist fellow participants who had made errors in their presentation and couldn't create page(s) successfully.

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### Notes to facilitator

Facebook pages amongst its many benefits also serves as a way to increase a person's brand, project or business awareness to many people and get more clients to discover them, their product or services they render. By way of publishing content on the page, sharing content from other pages, etc.

It has features such as paid advertising where sponsored page posts reaches more people from various parts of the globe. This comes in handy and is useful when page moderators and admins want to reach more people with a message, song or newly out doored product for example.

Creating and owning a Facebook is entirely free and is used by many big brands, public figures and business in the world today.



### **Continue with Session on e-commerce**

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# Introduction to Social Media Marketing



Social media is websites and applications that enable users to create and share content or to participate in social networking. It facilitates the sharing of ideas, information and thoughts through its platforms. Examples are Facebook, Instagram, WhatsApp.

## SOME SOCIAL MEDIA FACTS

- There are over 100 million worldwide views per day on YouTube
- There are more Facebook users (2.41 billion) than there are U.S. residents (327 million)
- Twitter gets over 500 million tweets in a day by users
- Fastest-growing Facebook segment: ages 35-54
- “Force multiplier” through sharing
- The way business is being done
- Nearly 3 in 4 people participate in at least one online community or social network.
- Facebook (58%), YouTube Groups (12%) Forums (9%) Flickr (6%)
- Twitter (15%)
- LinkedIn FourSquare (2%) 9%) Blog (7%) Yelp

Source: Red Cross

## Creating a Facebook account

- Go to [www.Facebook.com](http://www.Facebook.com)
- Enter your name, email or mobile number, password, date of birth and gender.
- Click Sign up
- To finish creating your account, you need to confirm your email or mobile number.

### ADVANTAGES

1. Helps you find and connect with old friends whom you may have lost contact.
2. Through Facebook pages and ads, you can advertise your business and services.
3. Facebook is one of the best sources to stay updated with the latest news and information from around the world.

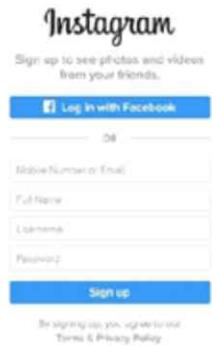
### DISADVANTAGES

1. Facebook is filled with many fake profiles. Most of them are created by stalkers & hackers who often deceive people and dupe them.
2. People easily become addicted to Facebook which makes them spend too much time there and end up becoming less productive.
3. Your identity could be stolen from sharing a lot of personal information of yourself on Facebook. Hackers and bad people on Facebook that gain access to some of your vital info can do a lot of damage to your reputation and finances.



## Creating an Instagram account

- Download the Instagram app from the App Store (iPhone) or Google Play Store (Android)
- Once the app is installed, open it and tap sign up with email or phone number (Android) or create new account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also Log in with Facebook to sign up with your Facebook account.
- If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.



## WhatsApp [www.whatsapp.com](http://www.whatsapp.com)



It's a cross-platform instant messaging application that allows iPhone, Android, Windows Phone and Nokia smartphone users to exchange text, image, video and audio messages for free. It was released in January, 2009

## Setting up your WhatsApp account

- Download WhatsApp from your Android or iOS app store
- Open WhatsApp Messenger. Tap Agree & Continue
- Enter your phone number. Tap 'done', and 'yes' afterwards to confirm number
- Wait for an automated text message from WhatsApp
- Note down your verification code
- Enter verification code on WhatsApp.
- Add photo, enter name & username to finish setting up profile



## Advantages

1. Its free and easy to use.
2. It provides end-to-end encryption feature, which makes communication private and secure.
3. It saves you time and money by reducing normal Text and multimedia messages cost.

## Disadvantages

1. It is addictive and so users get to spend too much time on it and find it difficult to break the addiction.
2. You must have access to internet before sending and receiving messages/calls.
3. Receiving too many messages takes up a lot of phone space and sometimes 'slows down phone'.

## Twitter [www.twitter.com](http://www.twitter.com)

Short text updates, 240 characters

Updates often delivered to mobile devices for immediate notification has 126 million daily users  
A searchable database of what's happening now

### Get a Twitter Account

1. Go to twitter.com in your phone/computer web browser
2. Click sign up. This will take you to the sign up page
3. Enter your name into the “Name” text box
4. Type in your phone number or enter email address by clicking the Use email instead link below the “Phone” text box.
5. Click next and click sign up
6. Verify your phone number by entering the 6-digit code sent to your phone into the text box on twitter. Skip this if you used an email address to sign up. Click next



Join Twitter today.

Full name

Phone or Email

Password

Tailor Twitter based on my recent website visits. [Learn more](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

7. Create a password by typing a password into the password box and click next to confirm
8. Select interests. Scroll through the list of topics and click each topic in which you are interested. You can also just click Skip for now at the top of the window
9. Click next and select people to follow afterwards. You could also click skip for now and skip to the next step.
10. Confirm your email address. Do this if you used an email to setup your account. Open your email address, click on the email from twitter and click the confirmation link in the mail.
11. Go back to twitter.com and enter your username and password to begin using the platform.
12. Go to twitter profile to add profile picture and additional info about yourself to finish setting up profile

### ***Advantages***

1. Widely accessible. Twitter has its app for smartphones and tablets as well. This gives you an opportunity to maximize your audience across multiple platforms.
2. Customer service and Ads. Twitter can be a handy way to quickly address customer concerns. Could be an effective way to alert clients and customers about upcoming events or sales and important notices.

### ***Disadvantages***

1. Balancing Post Frequency. If you post infrequently, your audience is less likely to see your posts compared to other feeds. Post too often, and you can lose followers because your “spammy” posts are junking their feeds.
2. Full-Time Management. Maximizing the effectiveness of your twitter can become a full-time job. This is especially true for feeds that extensively use Twitter to promote content or products.

## **Youtube** [www.youtube.com](http://www.youtube.com)

Founded in February 2005

Google purchased in 2006 for \$1.6B

World's most popular online video community,

People watch and share originally-created videos.

Youtube is the #2 Search Engine in the world

Setting up youtube

account/channel



### **Create an Account**

- Go to Youtube.com and click the Sign-up link. This takes you to the 'Create Youtube Account' Page.
- Enter your valid email address and a password.
- Fill in the Re-type Password and Username fields.
- In the location drop-down list, select the country where you live.
- Click to select your gender and enter your date of birth.
- Type the characters (letters & numbers) from the colored box into the Word verification field.
- Check the Terms of Use Privacy box after you read and accept the terms and conditions.
- Click the Create My Account button. If you leave any fields/boxes empty or if you choose a username that is already taken, Youtube refreshes the page with red warning notes identifying the fields that need to be corrected before you can register.

## Advantages

1. Free to use.
2. Youtube allows you to associate your Google AdSense account with it and give you an opportunity to earn money from your uploaded videos.
3. Expressing your creativity through YouTube is a major benefit and you can get a good deal of information to many people in a short time.

## Disadvantages

1. YouTube is public, so, anyone can see the videos that you post. Anyone can post a video and there could be copyright infringement issues as well as matters of privacy invasion.
2. YouTube has a vast amount of rules that need to be adhered so that your partnership can maintain a good standing. The litany of rules restricts some aspects of what you can do in terms of optimization and design on your page.

# GENERAL PROCESS TO USE ANY SOCIAL MEDIA OR NETWORK

- Many offer public anonymous searching, browsing and access to files (e.g. Youtube, Flickr, etc)
- Visit site and create account
- Account must be verified, usually by clicking on a confirmation link in email
- Update your profile / representation in the site/community
- Think about professional vs personal and individual vs organization
- Contribute information to the community
- Usually through website posting and uploads
- Many newer mobile options
- Build networks by associating or establishing connections with other user
- Usually a 2-part process where a request to connect is made and the request is accepted or rejected

# SOCIAL MEDIA STRATEGIES, TIPS & TRICKS

- ✓ Make sure your social profiles are complete and up to date.
- ✓ Cross promote your social profiles. Look for opportunities to add links from one social profile to others.
- ✓ Check your email contacts for new people to connect with on social networks and do this periodically.
- ✓ Stop buying followers and fans. It's not worth it. Fake followers and fans will do nothing for your engagement.
- ✓ Take advantage of custom tabs on your Facebook page. You don't have to be a developer to add custom content to your Facebook page. There are many application providers like Pagemodo, that offer free/paid apps to help you incorporate content from other social media platforms.
- ✓ Experiment with Promoted posts, Sponsored stories and regular advertising. Try different types of advertising to help build likes and engagement for your pages / send visitors who click on your ads to your website.

## QUESTIONS TO THINK ABOUT...

- What is your plan for using social media?
- How long will it be active?
- Will it be used for one site/activity or will you use a general account for all activities?
- How will you manage account(s)?
- Allow only one staff member to use or share with other co-workers
- Access on mobile devices for immediate alerts?
- How will you handle comments?
- Filter all comments? Disable comments? Allow anyone to comment?
- How frequently will you check and/or post content?
- Notifications on what content? Delivered where/how? Privacy concerns?

# WHAT IS E-COMMERCE?

E-commerce, also known as electronic commerce / internet commerce refers to the buying & selling of goods / services using the internet. It's not limited to the sale of physical products online but any kind of commercial transaction that is facilitated through the internet. Whereas e-business refers to all aspects of operating an online business, e-commerce refers specifically to the transaction of goods & services online.

## TYPES OF E-COMMERCE MODELS

**B2C: Business to Consumer.** That is when a business sells a good/ service to an individual consumer. (eg. you buy a pair of shoes from an online retailer

**B2B: Business to Business.** When a business sells a good/service to another business (eg. A business sells softwares-as- a service for other businesses to use)

**C2C: Consumer to consumer.** That is when a consumer sells a good/service to another consumer (eg. You sell your old furniture on Ebay to another consumer)

**C2B: Consumer to business:** When a consumer sells their own products/services to a business or organization. (eg. An influencer/celeb offers exposure to their online audience in exchange for a fee, or photographer licenses their photo for a business to use.

## EXAMPLES OF E-COMMERCE

*Retail:* Sale of a product by a business directly to a customer without any intermediary.

*Wholesale:* The sale of products in bulk, often to a retailer that then sells them directly to consumers

*Physical products:* Any tangible good that requires inventory to be replenished & orders to be physically shipped to customers as sales are made.

*Digital products:* Downloadable digital goods, templates & courses or media that must be purchased for consumption or licensed for use.

*Services:* A skill or set of skills provided in exchange for compensation

## SOME ECOMMERCE PLATFORMS



## ADVANTAGES OF E-COMMERCE:

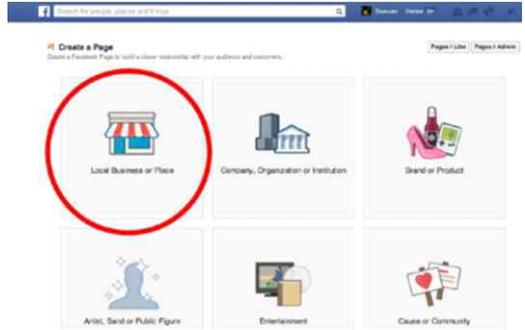
1. **A larger Market.** E-commerce allows you to reach customers all over the country and the world. You can make customers purchase anywhere and anytime, especially as more people are getting used to shopping on their mobile devices.
2. **Lower Cost.** With the advance in ecommerce Platform technologies, it has become very easy and affordable to set up and maintain an ecommerce store with a low cost.
3. Merchants no longer have to spend a large budget on TV ads or billboard, nor worry about the expense for personnel and real estate.
4. **More opportunities to "Sell".** Merchants can only provide a limited amount of information on a product in a physical store. On the other hand, ecommerce websites allow the space to include more information such as demo videos, reviews, and customer testimonials to help increase conversion

# DISADVANTAGES

1. **Lack of personal touch:** Some consumers value the personal touch they get from visiting a physical store and interacting with sales agents. Such personal touch is particularly important for businesses selling high-end products as customers not only want to buy the merchandise but also have a great experience during the process.
2. **Price and Product Comparison:** With online shopping consumers can compare many products and find lowest price. This forces many merchants to compete on price and reduce their profit margin.
3. **Need for Internet Access:** This is pretty obvious, but don't forget that your customers do need internet access before they can purchase from you. Since many ecommerce Platforms have features and functionalities that require high-speed internet access for an optimal customer experience, there's a chance you're excluding visitors who have slow connections.
4. **IT Security Issues:** More and more businesses and organizations have fallen prey to malicious hackers who have stolen customer information from their database. Not only could this have legal and financial implications but also lessen the trust customers have in the company.

# CREATING A FACEBOOK PAGE FOR YOUR BUSINESS

Go to [facebook.com/business](https://facebook.com/business) and click Create a Page in the top right corner. You'll be greeted with several business type options including local business or place, brand or product, and cause or community. Select the type of business you're creating the Facebook page for.



When you click on the business type, a box will open asking for a few further details, like the name of your business, your address and your Page category.

When you are ready, click Get Started. Note that doing so indicates your acceptance of Facebook's terms and conditions for Business Pages, so you might want to check those out before you proceed.

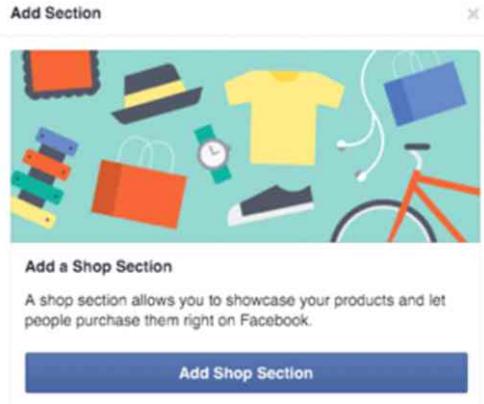
1. **Add Pictures.** Next you'll upload profile and cover images for your Facebook page. Its important to create a good visual first impression, so choose wisely here. Once you've selected appropriate images, click Upload Profile Picture / Cover Photo.
2. **Explore your new Page.** Your page is alive now! At this point, you will be prompted to take a quick walk-through of a few features. It takes a few seconds
3. **Add a short description.** This is your opportunity to tell people about your business. It should be just a couple of sentences.
4. **Create your username.** Your username, also called your vanity URL, is how you'll tell people where to find you on Facebook. Your username can be made up to 50 characters long, but don't use extra characters because you can. You want it to be easy to type and easy to remember.

5. **Complete your about section.** Where you might be tempted to leave the details for later, it's important to fill out all of the fields in your Facebook Page's About section right from the start. As Facebook is often the very first place a customer goes to get information about you, having it all there is extremely important.
6. **Create your first post.** Before you start inviting people to like the Facebook Page for your business, you'll want to make sure you share some valuable content. You could create some of your own posts or create a more specific type of post, like an event or product offer - just click through the tabs at the top of the status box to bring up all the options.
7. **Start engaging.** Now you're ready to give your Facebook Business Page a bit of nudge. Invite family and friends to like the page. Use your other channels, like your website and twitter to promote it. Add "follow us" logos on your promotional materials and/or email signature.

# CREATING A STORE ON YOUR FACEBOOK PAGE

## Click the Add Shop Section Link:

Clicking the Add Shop Section brings up a prompt explaining what this section will allow you to do. Click the Add Shop Section button to continue.



## Agree to Merchant Terms & Policies

Next, you're asked to agree to Merchant Terms and Policies on Facebook. Be sure to read these over. They include important information about what you can sell

on your Facebook page, how problems will be handled during the “test phase” of the Shop Section launch, return and refund policies, and other details

## Add Business and Payment Processing Detail



### Set Up Your Shop Section

To add a shop section to your Page, please agree to our Merchant Terms and Policies. These important rules cover topics including:

- Listing products for sale
- Deliveries, returns and disputes
- Treatment of user data

I agree to the Merchant Terms and Policies.

Cancel Continue

Once you've agreed to Merchant Terms and Policies, you'll enter your business details and set up payment processing with Stripe. If you have a Stripe account already, log into that account first and then click the link to connect to an existing Stripe account.

Once you've finished this setup, your call to action button changes to a Shop Now button, which takes page visitors to your Shop section.

**Describe What You Sell.** Next, describe what your Facebook page shop sells in 200 characters or fewer



## Add Products to Your Shop

Now you're ready to add products to your shop. To do this, click the Add Products button. You will then be able to configure the following for each of your products.

You will then be able to configure the following for each of your products



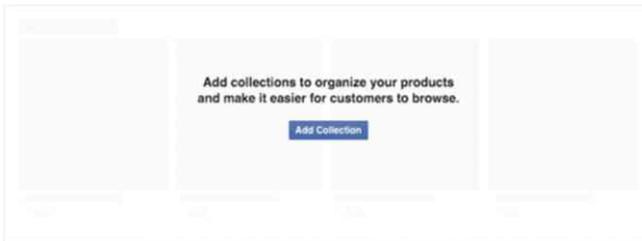
### Add Products to Your Shop

Your shop is empty. Showcase products to make it easy for people to browse and buy.

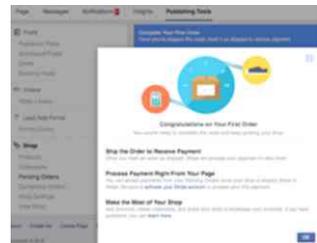
Add Products

## CREATE COLLECTIONS

If you have a lot of different types of products, you have the option to create collections to organize your products. This option will be shown beneath your products once you start adding them to your shop. When you click the Add Collection button, you're taken to the Shop section in your Publishing Tools. You'll see a Featured Products collection already in place where you can add your best products.



## Access Your Shop's Settings



To access your shop's settings, click on your shop's links from your page's menu and then click on the setting wheel icon to get the above menu options. The Copy Direct Link Option gives you a link to your Facebook page's shop that you can share. It looks like this: [www.facebook.com/photostry/shop/](http://www.facebook.com/photostry/shop/).

The Manage Shop option takes you to your Publishing Tools, where you'll find a new section for your shop. There, you can add products and product collections to group your products. The Settings option takes you to your shop's main settings, where you can update your email, business address, etc.

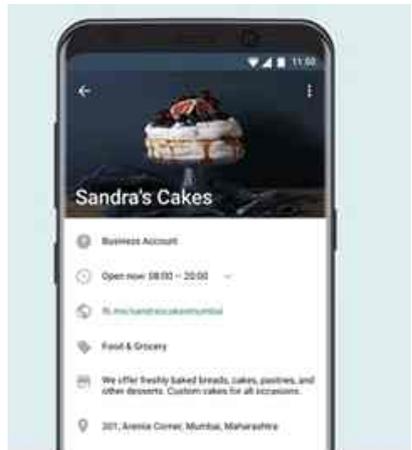
### **Manage Your Orders**

When you receive your first order, you'll get a notification. You can review and manage your pending and completed orders in your Publishing Tools under the Shop section

### **Creating and Setting Up WhatsApp Business Account**

WhatsApp Business is a free-to-download iOS and Android app for small businesses. Before downloading the app, please be aware of the following.

If you have an existing WhatsApp Messenger account, you'll have the option to migrate your chat history to your new WhatsApp Business account. It's recommended that you make a manual backup before proceeding. Your chat history can't be migrated back to WhatsApp Messenger if you decide to stop using WhatsApp Business. You can use both apps, WhatsApp Business and WhatsApp Messenger. Each app, however, must be linked to its own unique phone number. It's not possible to have one phone number linked to both apps at the same time.



Download WhatsApp Business from iOS /Google PlayStore.

Verify your business phone number, the one you wish to use to talk to customers.

Restore your chat history, if you wish and set your business name.

Build your profile. Tap More Options . > Settings > Business settings > Profile

WhatsApp Business enables you to have a business presence on WhatsApp, communicate more efficiently with your customers, and help you grow your business. With the app, business can interact with customers easily by using tools to automate, sort and quickly respond to messages.

**THINGS TO NOTE.** A business account with a green checkmark badge in its profile has been  verified as “an authentic brand” by WhatsApp. A business account with a **grey checkmark badge** in its profile, has been confirmed to be using a phone number that matches the phone number of the business it claims to be owned and operated by a business account with a **grey question mark badge** in its profile indicates that the account hasn't been confirmed or verified by WhatsApp. You should therefore, be wary if a Business account with a grey badge in its profile tries to contact you, even if it appears to be associated with a company you know.

## SETTING UP A BUSINESS ACCOUNT ON INSTAGRAM

On Instagram, you can switch your account to business account to get access to features to business presence and achieve business goals.

To switch your profile to business account:

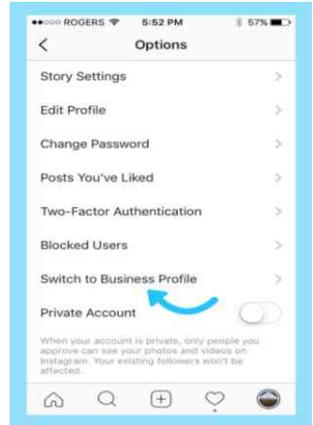
Go to your profile and tap



Tap Settings.



Tap Account.



## TAP SWITCH TO BUSINESS ACCOUNT

We recommend that you connect your business account to a Facebook Page that is associated with your business. This will make it easier to use all of the features available for businesses. At this time, only one Facebook page can be connected to your business account.

Add details such as your business or account's category and contact information. Tap Done. With a business account, you'll get access to business features and Instagram insights. These tools can help you better understand who is engaging with your business on Instagram. You can also adjust the privacy of your profile in your Settings at any time.

## Selling your products and goods on Jumia



**Do you know** over 200 million customers visit Jumia daily in search of goods and services? Bet you may not have known that. Sign up yourself on [jumia.com](http://jumia.com) and get your products to more customers. Becoming a vendor is a seamless process with Jumia's self-signup; a DIY (Do it yourself) process where you can become a vendor on Jumia in exactly 5 minutes. Selling on Jumia comes with so many benefits:

1. 1M visitors to your shop monthly.
2. 0% commission for the first 30 days following registration.
3. Free photo session for your first 30 items, periodic marketing push and a 24/7 store.

### Sign Up in 3 simple steps:

- Step 1: Fill the registration form. Don't forget to read and accept the Seller Agreement.
- Step 2: Complete the dedicated training session for new sellers and become an e-commerce expert in minutes.
- Step 3: List more than 5 products and start selling. Simple!

Oko Kotey Link, East Legon

 P. O. BOX AN 19083

Accra – North, Ghana

 Tel: +233 (0) 30 254 4714/5

 [aaghana@actionaid.org](mailto:aaghana@actionaid.org)

<https://ghana.actionaid.org>

    @actionaidghana