

FEMINA

Inclusion of Women in the Cultural & Creative Sector

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Blended Training Program: Inclusion and Diversity within Cultural and Creative Sector (CCS)



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‘Femina - Inclusion of Women in the Cultural and Creative Sector’

Blended Training Program:

Inclusion and Diversity within Cultural and Creative Sector (CCS)

Social Media Guide for Women-Owned Businesses

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About Femina

'Femina – Inclusion of Women in the Cultural and Creative Sector' (2022-1-LU01-KA210-VET-000081625) is a collaborative project funded by Erasmus+ that aims to promote the participation of women in the cultural and creative sector. The project involves two partners, Luxembourg Creative Lab a.s.b.l. and Budakov Films Ltd., who have extensive experience working with creative individuals on various projects and initiatives. During our recruitment and freelancer search, we have identified specific groups of women within the cultural and creative sector:

- Women with creative backgrounds who are currently not employed in the same field but have the potential to contribute their skills and expertise.
- Women who may lack confidence in their digital skills, despite being actively involved in the cultural and creative sector.
- Women who are currently employed but aspire to embark on an entrepreneurial or freelance path within the cultural and creative sector.

By identifying and addressing the specific needs and challenges faced by these sub-segments of women, the project aims to foster inclusivity, support their professional development, and empower them to thrive in the cultural and creative field.

Unit 1: Facebook is (still) king of social media

Tags: facebook, meta, cover, sales, community, groups,
Unit 1 - Introduction

Mark Twain once famously responded that “rumors of his death have been greatly exaggerated.” The same can be said about Facebook – the worlds largest social network in terms of users. Recent studies reveal the younger internet users are moving away from Facebook towards other social networks such as Instagram (also owned by Meta Inc.) and Tik-Tok.

Despite this Facebook still has close to three billion active users and is likely going to remain relevant for business owners for many years to come. The changing demographics of Facebook should not discourage you from pursuing an active presence there and in this module we will explain why.

1.1. Why Facebook

In the unit introduction, we already alluded to the main reason why Facebook should be considered a tool by women entrepreneurs. The social network has over 2.8 billion active monthly users, making it one of the largest social media platforms. This means that by using Facebook, you can reach a large audience and potentially gain more customers. Even if this social network is not prominent in your social circle, you should still consider the numbers and not dismiss it.

Another significant advantage that Facebook offers is targeted advertising. This will allow you to reach specific groups of people based on demographics, interests, behaviors, and more. This feature can help any business owner reach potential customers who are more likely to be interested in their brand. If your brand is aimed at women, also interested in the cultural and creative sector you can easily create targeted sponsored posts that will appear in the feed for the selected demographic.

Compared to traditional marketing methods, this makes Facebook advertising very cost-effective. You can choose a budget that suits your needs and goals and only pay for the advertising that people engage with.

Furthermore, having a Facebook page for your brand, you can increase brand awareness and establish a broader online presence. This can lead to increased engagement with potential customers, as well as improved brand recognition and loyalty. Many female entrepreneurs have already pursued this strategy successfully and we will outline a few examples in this unit.

1.2. The elements of the perfect women-owned brand in Facebook

The elements of your business Facebook page are going to be the same, regardless of the specifics of your business. However, you can leverage your gender and creative interests to your

advantage. You are a female entrepreneur and you can reach out to other women as well. In the following text we will go over the different elements of the standard company pag.

1. Profile picture:

Profile pictures should be square and focus on the most recognizable characteristics of your brand. Review Module 1 for an in-depth discussion on how to select the correct colors, logo and design for your company. For the profile picture it would be best to focus on your company logo. Some examples by Female entrepreneurs include:



Image 1: Facebook cover photos developed by female entrepreneurs. Sources: Blagichka, Mad4U

The logos in image 1 are good examples, developed by female entrepreneurs Blazhka Dimitrova and Iliyana Mircheva respectively. Note how both profile pictures use warm purple, indigo and pink tones. These colors are traditionally perceived as feminine. While your particular business model and target group might require different colors it is good to include your own feminine side in the brand and use it as a competitive advantage.

2. Cover photo

The cover photo is a large image that appears at the top of the page and can showcase the brand's products, services, or values. This is reflected very well in the example of Img. 2.



Image 2. An example cover photo of a Female-owned business. Source: Facebook

This example makes excellent use of imagery and colors to convey the nature of the services, as well as the company values. The page is owned by a business-coach working with female entrepreneurs (as emphasized by the colors and images of women). Notice how the women in the illustration are from diverse backgrounds and ethnicities. This reflects the company values of inclusion and diversity.

3. The “About” section

This section briefly describes the company, including its mission statement, history, and contact information. It is located at a very visible location in the Facebook page, regardless of the device you're accessing the page from – mobile or desktop. This means that the information there should be detailed and accurate. Make sure to also list your working hours and add hyperlinks to your website.

4. Call-to-Action (CTA) button

This is a button that appears prominently on the page and encourages visitors to take a specific action, such as "Learn More," "Contact Us," or "Shop Now." Depending on the type of business that you are running, you could opt not to include such a button.

If you own a website however, you can take advantage of the CTA button to refer traffic from your page directly to the place where you are selling your products and services. As we explained in greater detail in Module 2 - you should own a website to better display your product and service portfolio.

5. Reviews

If you have enabled reviews on its Facebook page, visitors can leave ratings and feedback. This is generally a good idea as many users rely on peer-reviewing to select their preferred businesses. Having said that, at the start up stage it might be difficult to get multiple reviews.

Some people would have friends write positive reviews for them, but this is a morally questionable act, which we cannot endorse. Instead, you could reach out to your clients and encourage them to write a positive review about their experience with your business. Contact clients that have been genuinely satisfied from your work in order to receive positive feedback .

6. Messenger pop-up

Facebook allows customers to contact the company directly through Facebook Messenger. Social media profiles that have enabled this feature will have a pop-up for chat available every time a visitor lands on their page.

This may not be appropriate for a start-up with limited staff, or indeed a solo entrepreneur, as it would require significant work. Once your business is established, you can consider improved customer support.

1.3. Community management in Facebook

The fundamental element of community management in Facebook is regular posting. Having a posting plan will help you establish regular and consistent communication with current and potential customers. Posts are updates, photos, videos, or links that the company shares with its followers. They should reflect your company policy, values and business interests. It is also a good idea to engage with current events and take part in civil debates, while avoiding conflicts and controversial statements, which could alienate a key target group.

Considering the options for specific activities related to women entrepreneurs several key dates come to mind. You would do well to prepare posts for International women's day for example. This will help you remind your target audience of a particular cause you are involved with – stimulating female entrepreneurship.



Image 3 – Facebook post by Artero.bg dedicated to International Women’s Day. Source: Facebook

Img. 3 is a good example of a publication engaging with current events. Artero.bg, a Bulgarian brand selling hair apparel, founded by entrepreneur Elena Evropeva, has published content on International Women’s Day – March 8th. Notice how the brand utilizes traditionally feminine colors and messaging, but includes aspects of products that it sells, alluded by the scissors.

Replying to messages is another key aspect of managing your online community. By responding to messages, you show that you care about their customers and are willing to address their concerns. This can build trust and loyalty with customers, even if the initial message was negative.

Keep in mind that negative messages can sometimes highlight underlying issues that need to be addressed. By responding to these messages, you can identify potential problems and take steps to address them, improving your business overall.

1.4. Short videos, gifs and other multimedia

One of the reasons younger people have been moving away from Facebook and towards platforms such as Instagram and Tik-Tok is that they prefer multimedia, as opposed to the traditional long posts utilized by some company profiles. However, you should know that Facebook also supports a wide variety of multimedia content that can diversify the appeal of your page and support. Types of multimedia include:

1. Photos

This is one of the most popular types of multimedia on Facebook and businesses can use photos to showcase their products, services, team members or invite people to upcoming events. You can also upload multiple photos in albums, or group them by dates.



Image 4 – Example of images posted on a business Facebook page. Source: Facebook

Posting multiple images means that not all of them will be visible on the wall of the page, nor will they appear to users in their feed. Make sure to select the most interesting and appropriate photos first, to increase the likelihood of having clicks on the others. Do not forget to add descriptions to your images and hyperlinks to your website.

2. Videos

Videos are becoming increasingly popular on Facebook and businesses can use them to share educational content, behind-the-scenes footage, product demos, or customer testimonials. A subcategory of videos are “Live videos”. These can be a powerful way for businesses to engage with their audience in real-time, answer questions, and share exclusive content.

In contrast, Facebook Stories are short, ephemeral posts that disappear after 24 hours. You can use them to share updates, promotions or behind-the-scenes footage. 360-degree photos

and videos are other options for creating immersive multimedia formats can help you showcase products or services in a unique and engaging way

3. GIFs, memes and humor

GIFs are short, animated images that can add humor and personality to a business's posts. While you are not advised to start a meme war with the competition, you can occasionally use humor and light-hearted comments. GIFs are an appropriate tool to use in such situations.

Keep in mind that humor directed towards customers can be a double-edged sword. Be exceedingly careful not to offend potential clients, because this can have negative repercussions.

Key Takeaways

- Facebook is (still) king when it comes to social media. This is the largest platform in terms of users and provides a great opportunity to form a community around your products and services.
- Imagery is as important as texts on Facebook. Make sure you use a well-designed profile and cover-photo, consistent with your company's brand identity. Every post also must include images!
- Do not forget to add hyperlinks to your website frequently in your publications. Referral traffic from social media is important for your website's success.

Recommendations for Further Reading

Review the lessons in Module 1 for additional information on how to select the appropriate brand logo and tone of voice.

Referring traffic from social media to your website is referenced in Module 2 as well. Review the module for further information on how to structure your website.

References for Unit 1:

Treadaway, C. and Smith, M. (2012) Facebook Marketing: An Hour a Day, 2nd Edition.

Roberts, M. L. and Zahay, D. (2011) Internet Marketing: Integrating Online and Offline Strategies, Third Edition. Saint Edward's University. Edition: 3. Publisher: Cengage/Southwest.

Unit 2: Creating the Instagram(-able) brand

Tags: instagram, captions, stories, hashtags, reels, video

Unit 2 - Introduction

Surely you have heard the term “Instagramable”. It generally refers to a location that is both easy to find, picturesque and looks good on social media (including Instagram, obviously). Brands can also be made “instagramable”. As a woman working in the cultural and creative sector you have a distinct advantage in this. Women form the majority of Instagram users, while creative work lends itself to inspiring and appealing visuals.

The key is to learn how to tap into this potential. It is not unlike managing your own personal profile in social media, but with some specifics. You will learn more in this unit.

2.1. The basics of your Instagram profile

To achieve success on Instagram, you must make sure that your company’s page makes use of all features the social media has to offer. For your profile to be complete it must include a clear, concise, and engaging description. Look no further for that information than your own website. In Module 1 we discussed how every brand needs their own reason to exist (or *raison d’être*). Your mission, values and goals constitute that reason for your company, and you must make sure that they are well known and understood by your audience. Considering engaging ways of putting these values into words, within the limit of the Instagram page.

Do not forget to include your website’s URL, because referral traffic from social media is key to having more views and ideally “conversions” online. List your contact details and describe your products and services accurately, so people that are interested in them can reach out quickly.

Once you have that complete – you can focus on content. The key to a good company Instagram profile is consistency. Make sure to use a consistent visual identity across your Instagram page. Use your company logo, colors, fonts, and style to create a cohesive and recognizable brand presence.

Content is king in marketing, and in Instagram marketing – visual content in particular reigns. Post visually appealing and high-quality photos and videos that reflect your brand and resonate with your target audience. Use professional photography or high-resolution images to showcase your products, services, team, or behind-the-scenes moments.



Image 4 – Example of an Instagram grid. Source: Tailwind

See for example the image set, created by a cooking influencer. Notice how the bright colors are different, yet consistent in overall tone. Some images show similar objects, but are placed in such a manner in the grid, that they remain visually distinct.

Which brings us to an important point – grids are a valuable tool in Instagram. Most users will access the social network on their mobile device, but they are equally visually appealing on desktop. Alternatively, you could use the 3-on-a-row grid pattern to create a single image, where each square represents a separate fragment. This is quite effective and eye-catching. The downside is that when viewed one by one, fragments do not convey sufficient information. That is why you need to engage users with specifically created text and hashtags for each post as well.

2.2. Instagram Features

Instagram is no longer “the social media for pictures”. While it did start like one, their owners at Meta have since included several additional features that enable users, including companies to include various types of multimedia and to interact with their audience. We will explore a few of these options in this unit.

1. Hashtags

Hashtags on Instagram are keywords or phrases preceded by the “#” symbol. They are used to categorize and organize content, making it easier for users to discover posts related to specific topics or interests. This feature dates to the days when Instagram was indeed all about pictures. By following a specific hashtag, you could find related images from other users. This core

functionality remains the same, even though the platform has since learned to study your preferences much better on its own.

Hashtags will help you increase the reach and visibility of your posts beyond your immediate followers. You can include relevant hashtags in your captions or comments. Keep in mind that using a creative hashtag is useless, unless it is also popular. Identify popular hashtags that are relevant to your content and industry while also considering niche or branded hashtags that are specific to your brand. Using a mix of broad and targeted hashtags can help attract the right audience and improve discoverability on Instagram.

2. Stories:

Instagram Stories are a feature that allows users to share photos and videos that disappear after 24 hours. Stories appear at the top of the Instagram app and can be accessed by tapping a user's profile picture. You can add various elements to your Stories, such as text, stickers, GIFs, polls, quizzes, and music. Stories are a great way to share more casual and ephemeral content, providing a behind-the-scenes look, announcing limited-time promotions, or engaging with your audience through interactive features.



Image 5 – Using an Instagram story to create to promote a discount

Image 5 is a good example of using a time-limited story for a time-limited offer. You could a similar approach for dates that are significant for women, or for the creative industry that you represent for your campaigns.

3. Reels:

Reels are a feature within Instagram that allows you to create and share short, entertaining videos. It is similar to the popular app TikTok and enables users to record and edit 15 to 60-second videos, incorporating music, special effects, filters, and text. We will talk more about TikTok in the next Unit.

Reels are displayed in a dedicated Reels tab on a user's profile and can be discovered through the Explore page. Reels are an effective way to showcase creativity, engage with trends, and reach a wider audience with shareable content.

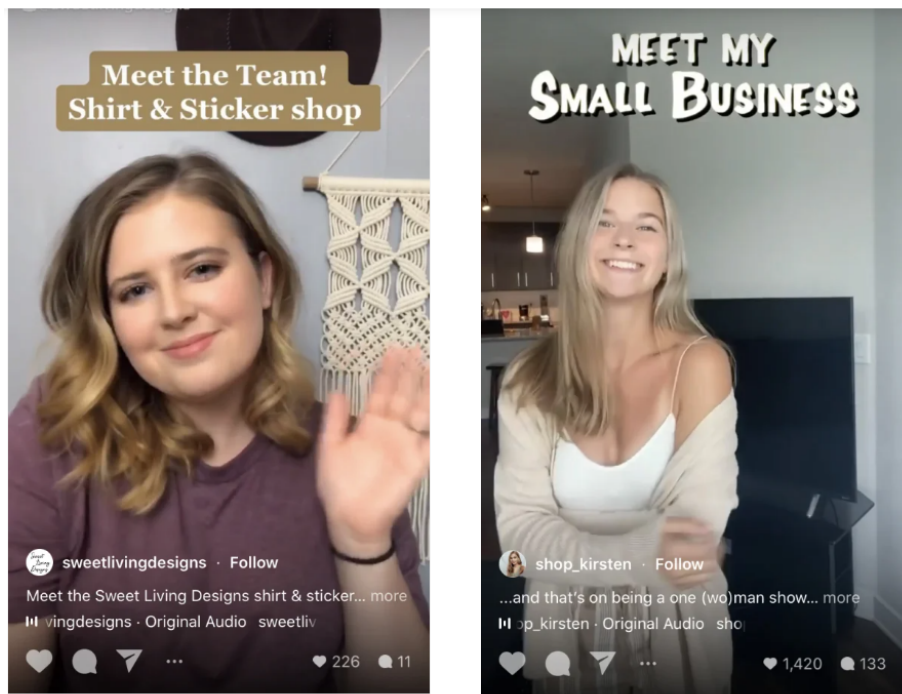


Image 6 – Examples of using reels to promote women-owned businesses

Reels are an interesting way of presenting your business to the wider world, because they can engage people who are not currently following you. Show members of your team, yourself and eye-catching details of the work process for greater effect.

These are just some of the multimedia options for Instagram. The platform also allows for Live videos, which are great for hosting Q&A sessions, product launches, virtual events, interviews, or providing updates on your business. Do not hesitate to try-out different approaches with your audience and find out what works best in your business.

2.3. Influencer collaborations in Instagram

The rise of Instagram coincided with the rise of influencers. Some content creators are inevitably better than others. This has allowed many people to develop their work online not only as a hobby, but as an actual job. These influencers vary in size and topics which they cover but engaging them in promotional campaigns is gaining traction among business from all sectors. As a businesswoman, working in the creative sector, you will have an advantage as your work will likely be interesting to many of them and can be properly integrated in their content.

Look for influencers who align with your brand values, target audience, and industry. Consider factors such as:

- their follower demographics
- engagement rates
- content quality
- overall brand alignment

Tools like Instagram search, influencer marketing platforms, or agency assistance can help you find suitable influencers.

Once you have identified potential influencers, conduct thorough research. Review their content, engagement levels, follower growth, and previous collaborations. Look for genuine engagement, authentic storytelling, and alignment with your brand's aesthetic and messaging. It is important to allow influencers creative freedom to develop content that resonates with their audience while aligning with your brand guidelines. Encourage them to showcase your products or services organically and authentically, emphasizing the unique value they bring to their followers.

While some influencers may require financial compensation for their work, you can also pursue other options. For example – try to hand out samples of your products or vouchers for your services in exchange for an honest review. You could amplify positive reviews through your own social media channels. Negative ones can be a challenge, but anyone who has received something for free from your brand will be at the very least lenient. Take the opportunity to improve based on the feedback that you receive.

Key Takeaways

- Instagram relies heavily on imagery, so you need to create exciting content with visuals that are consistent with your brand.
- Pictures are not the only form of communication possible for Instagram. Consider using stories, reels and even longer videos to engage your followers.
- Influencers are an important part of the Instagram landscape. Do not hesitate to reach out to people, whose content resonates with your target audience.

Recommendations for Further Reading

Instagram is also a good place to promote networking events. You can learn more about these in Module 5: Networking.

References for Unit 2:

West, C. (2021) 'Why and how to set up your Instagram business profile', Sprout Social. Available at: <https://sproutsocial.com/insights/instagram-business-profile> (Accessed: June 16, 2021).

Singh, S., & Diamond, S. (2021). Marketing in Social Media For Dummies. Sofia: Alex Soft. ISBN 9789546564146..

Martin, M. (2022) '2023 Instagram Marketing: Complete Guide + 18 Strategies', Hootsuite Blog. Available at: <https://blog.hootsuite.com/2023-instagram-marketing-guide/> (Accessed: June 1, 2023).

Unit 3: TikTok is the new kid on the block (in social media)

Tags: law, contracts, employment, intellectual property

Unit 3 - Introduction

TikTok has been subjected to much controversy ever since its creation. Some researchers blame the short video format for the ever decreasing attention span that young adults are demonstrating. Political leaders on the other hand have sought to ban the platform, due to its alleged connections with the Chinese government.

Both claims are likely overstated, but the media buzz around this particular social network is no surprise. TikTok has been growing exponentially and is especially popular among younger demographics. It could be a powerful tool for businesses in the creative sector, if used properly.

3.1. What is TikTok and why is it growing

TikTok is a social media platform that allows users to create and share short videos. Since its inception the platform has prided itself on a user-friendly interface that enables people to navigate through various sections, discover content, and interact with features easily. This is precisely the reason why TikTok has grown in popularity among younger children, who may find a more complicated platform too challenging. It has also been noted that the platform is popular among minorities, but this issue requires additional research to conclusively prove.

TikTok provides users with a range of creative tools and features to record and edit videos. These may include filters, effects, stickers, text overlays and music integration. By having these built in the platform, TikTok allows even people with limited technical experience to develop good quality and entertaining videos.

The creator side of TikTok is mirrored by the personalized feed, displaying videos based on user preferences and interactions.

The combination of a young and active target audience, and a focus on creative and artistic content make this social media quite suitable for awareness campaigns led by female entrepreneurs. Additionally, TikTok provides options for monetization of high quality content by popular creators. Establishing your brand, yourself personally as a prominent personality in this social network can lead to a direct income generation, which is separate from the products and services you offer.

TikTok's casual and authentic environment allows businesses to showcase their personality and create a unique brand persona. By sharing behind-the-scenes footage, employee stories, or

user-generated content, you can establish a more relatable and human connection with your audience.

3.2. The viral potential of TikTok

TikTok has a growing user base, with millions of active users worldwide. By creating a company profile, you can tap into this vast audience and increase your brand's visibility and exposure. The short-form video format encourages creativity and provides an opportunity to create engaging and interactive content. This can help capture the attention of users and make your brand stand out.

In this social network trends, challenges, and content can quickly gain widespread popularity. If your company's videos resonate with users, they have the potential to go viral, reaching a much larger audience and generating significant brand awareness. Your brand can use some of the following techniques:

1. Hashtag challenges

In TikTok, you can create unique and interactive hashtag challenges that encourage users to participate and create content related to your brand. This can generate user-generated content and virality, increasing brand awareness and coverage. Obviously, the type of content would depend on the specifics of your brand, but some general rules also apply. You should keep the challenge rules simple and understandable to a broader audience.

Also, make sure that your idea for a challenge does not require extensive setup, buying additional equipment or multiple people. As a woman in the creative sector you can encourage other women to participate with creative work of their own – art, music etc.

2. Branded effect and filters.

You can work with TikTok to develop custom effects and filters that users can apply to their videos. Branded effects make it easy for users to engage with your brand and share their experiences, resulting in increased visibility and coverage. You would need to register as a business profile to get additional support. Having said that, the process is streamlined and intuitive, very much in line with TikTok's overall identity of being user-friendly. You can learn more about these options on www.tiktok.com/business or by registering your first company profile in the platform.

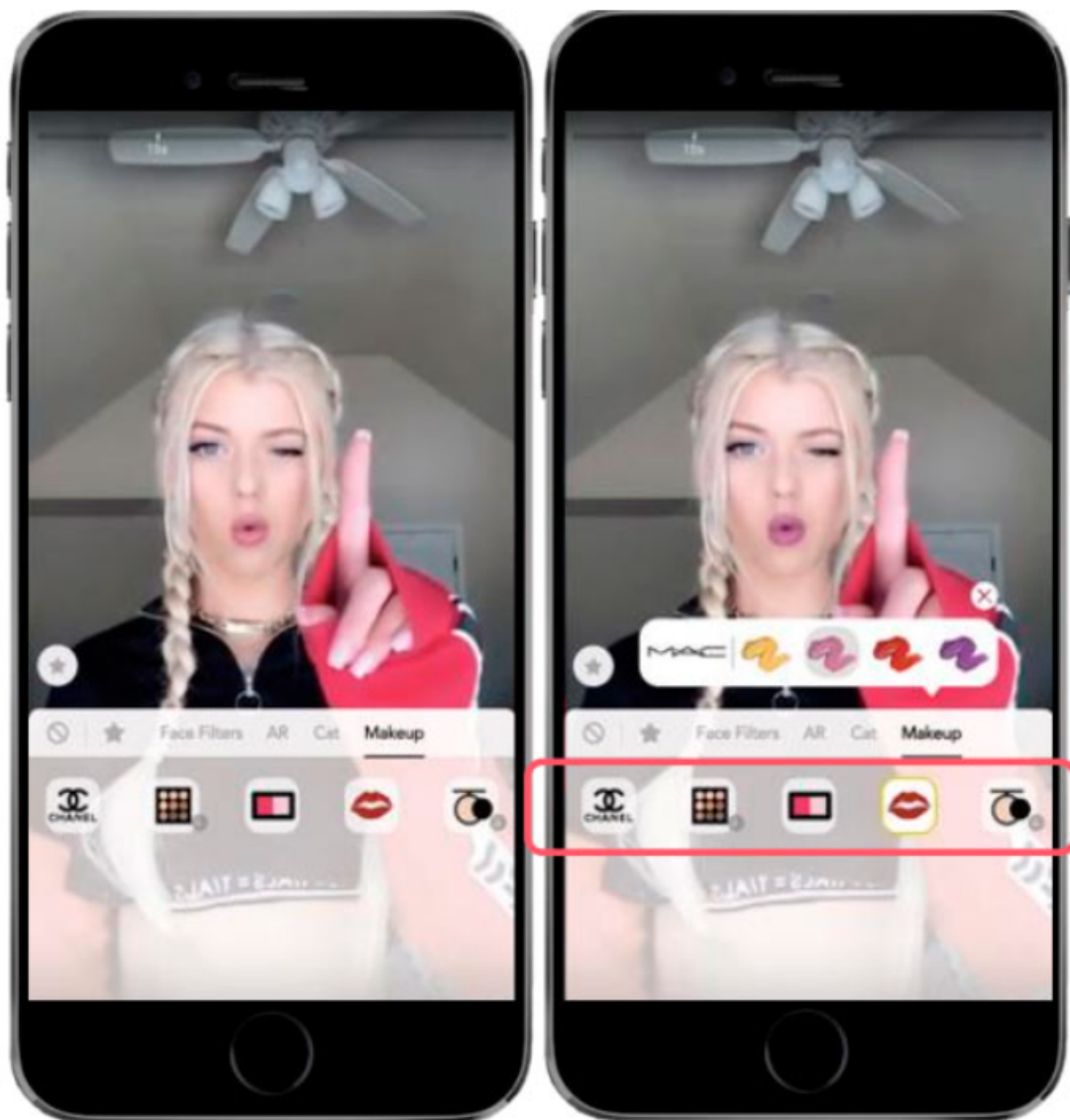


Image 7 – Using branded effects in TikTok

3. Trend-jacking

Sometimes you don't have to create new trends on your own. That would be time-consuming and bound to result in multiple failures. Instead, you should keep an eye on trending challenges, memes, and popular content formats on TikTok. Find creative ways to incorporate these trends into your brand's content strategy, making it relevant and appealing to the TikTok community.

Reaching women on TikTok requires paying attention to the things they like. This doesn't mean following cliché ideas of shopping or make-up tutorials, for example. (Although you could if that is relevant for your business).

It is far more effective to create and follow trends that empower women and present them in competent roles. A good example for such a trend as of 2023 is the #TheGirlsThatGetIt trend. Women use it to talk about their hyper-specific habits— from weightlifting techniques to water bottle usage. TikTok is fine-tuned to show people content they'll care about and will direct those videos in the feeds of people who are likely to relate to them. This, in turn, helps women discover all the niche things they have in common.

4. Behind-the-scenes content

TikTok users love to see what goes on behind the scenes. Share exclusive, entertaining, and authentic behind-the-scenes (BTS) glimpses of your brand, such as product development, events, or team activities. This can foster a sense of connection and intrigue among TikTok users, leading to increased coverage and engagement.

A popular TikTok star gathered significant coverage by revealing how some of the popular trends in social media can be replicated or “hacked” to achieve the same effect. You could choose to reveal some of your tricks from your own business as well, and encourage other users to replicate them.

3.3. TikTok Influencers

In some ways, working with TikTok influencers is not unlike working with others from various social media. In fact, some prominent influencers on Instagram or YouTube for example might have profiles on TikTok as well. Having said that, TikTok as a platform does have some specificities that should be taken into account when working with popular personalities there to popularize your products and services.

1. Brand fit

You must evaluate the TikTok influencer's content, style, and tone to ensure it aligns with your brand's values, image, and messaging. Look for influencers whose content naturally complements your brand, rather than forcing a fit. Female influencers often have channels dedicated to creative work and could be a good fit for a promotional campaign. Of course, men should not be shunned either. The most important thing is to assess the target audience of the TikTok influencer to ensure it aligns with your brand and campaign goals. Understand their demographics, interests, and values to ensure they resonate with your target audience.

2. Influencer reputation

Keep in mind that TikTok is often humorous and some of the most popular influencers in terms of followers, may not be the best suited ones for delivering a more serious marketing message.

You should research the TikTok influencer's reputation, both within the platform and in the industry. Look for influencers who have a positive track record of professionalism, reliability and ethical behavior.

3. Diversity and inclusion

Consider the importance of diversity and inclusion in your influencer partnerships. Aim for representation and inclusivity by partnering with TikTok influencers from diverse backgrounds, including women of different ethnicities, ages, body types, and abilities. This will complement your personal appeal as a female entrepreneur and position yourself as a businesswoman that genuinely engages with the community and supports inclusivity.

Key Takeaways

- TikTok allows even people with limited technical experience to develop good quality and entertaining videos.
- You should keep an eye on trending challenges, memes, and popular content formats on TikTok.
- TikTok is fine-tuned to show people content they'll care about and will direct those videos in the feeds of people who are likely to relate to them.

Recommendations for Further Reading

While Tik-Tok can be beneficial for your brand, overuse as a regular user may have some negative side-effects. We will discuss more on this, when talking about dopamine-detox in Module 7: Motivation for Female Entrepreneurs.

References for Unit 3:

Tian, S., Cho, S. Y., Jia, X., Sun, R., & Tsai, W. S. (2023) 'Antecedents and outcomes of Generation Z consumers' contrastive and assimilative upward comparisons with social media influencers', *Journal of Product & Brand Management*, ISSN: 1061-0421

Shahid, S. (2022) How to Leverage TikTok for Business Marketing in 2023, SocialChamp. Available at: <https://www.socialchamp.io/> (Accessed: June 1, 2023).

Good Practices

Blazhka Dimitrova: Be active and excel in storytelling



When it comes to managing content on social media we reached out to Blazhka Dimitrova, founder of Climate Lab, Yoco Cosmetics и Zero wave. Blazhka is something of serial entrepreneur and has also acquired a loyal following on her social media accounts - both in terms of her personal profiles, and for the “Blagichka - zero waste” business. She describes it as a social place to experiment with food, wine and beer, while discussing important topics connected to sustainability. Her company offers catering services with CO2 calculations, organizes sustainability training and events for companies, NGOs and schools.

Which social media accounts does your business use?

We use Facebook and Instagram the most, but we are now planning on developing an email marketing strategy and start to use TikTok and LinkedIn more. We use Fb and Insta because we are used to them and it's easier for us to understand them. On Facebook we have almost 10 000 followers and on Instagram - more than 2000. We do not post often enough but we are also trying to develop a routine of posting.

Have you ever encountered cyber-bulling or negative comments in your business? How do you deal with them?

I would say "NO", I just remember one comment that I considered offensive in a way - a person was judging the prices of a certain dish, explaining how much the products cost and how much more we wanted for this dish. But this person didn't take into consideration the employees that are working and all the additional costs (rent, taxes, salaries, etc.)

What would you recommend to women entrepreneurs and freelancers, who are now starting to present their business in social media?

Be active and excel in storytelling. You need to tell your story and today the best way to reach more people is social media - everybody is there so should you be even if you don't like social media.

Tips & Recommendations

- Facebook remains the dominant social media platform, boasting the largest user base and presenting an excellent opportunity to build a community around your products and services.
- When utilizing Facebook, remember that visuals are just as crucial as text. Ensure your profile and cover photos are well-designed and aligned with your company's brand identity. Additionally, include images in every post.
- Don't overlook the importance of including frequent hyperlinks to your website in your Facebook publications. Referral traffic from social media plays a significant role in your website's success.
- Instagram heavily relies on captivating imagery, so it's essential to create compelling visual content that aligns with your brand.
- While pictures are a primary form of communication on Instagram, don't forget to leverage features like stories, reels, and longer videos to engage your followers.
- Influencers play a vital role in the Instagram landscape. Don't hesitate to collaborate with individuals whose content resonates with your target audience.
- TikTok provides a user-friendly platform for creating high-quality and entertaining videos, even for those with limited technical expertise.
- Stay updated on trending challenges, memes, and popular content formats on TikTok to remain relevant and engage with your audience effectively.
- TikTok's algorithm is designed to showcase content that aligns with users' interests, ensuring that videos are displayed to individuals who are likely to connect with them.

Glossary

Challenge - A social media trend or activity that encourages users to participate and create content based on a specific theme or prompt. Challenges often involve specific actions, dances, or creative tasks that users can engage with and share on their profiles.

Hashtag - A word or phrase preceded by the "#" symbol used on social media platforms to categorize and organize content. Hashtags help users discover relevant posts and participate in conversations related to specific topics or themes.

Instagram Story - A feature on Instagram that allows users to share photos, videos, and text that disappear after 24 hours. Stories are displayed at the top of the Instagram feed and are commonly used for sharing everyday moments, behind-the-scenes content, and temporary promotions.

Facebook Shorts - A feature on Facebook that allows users to create and share short videos, similar to TikTok and Instagram Reels. Facebook Shorts enables users to create entertaining and engaging content in a vertical video format.

Filters - Visual effects or modifications applied to images or videos to enhance or alter their appearance. Filters can change colors, add overlays, adjust brightness or contrast, and apply various artistic or stylistic effects.

Post - Refers to any content shared on social media platforms, such as text, images, videos, or links. A post can be shared publicly or within a user's network, allowing for communication, updates, and sharing information with others.

Trend-jacking - The practice of leveraging popular trends, memes, or viral content to gain attention and engagement for your own brand or content. Trend-jacking involves creating content that aligns with or references the current trends to capitalize on their popularity.

Memes - Images, videos, or text that are widely shared and spread rapidly on the internet, often humorously or satirically. Memes can be in the form of jokes, cultural references, or relatable situations, and they often evolve and change as they are shared and remixed by users.

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Check Your Knowledge (Multiple Choice with one correct answer)

1. Which social network currently has the highest number of users?

- a) Instagram with 1,7 billion users
- b) TikTok with 2 billion users
- c) YouTube with 2.9 billion users
- d) Facebook with 2.8 billion users

2. Which of the following features does a company profile page on Facebook have?

- a) Customer rating, working hours, messenger pop-up
- b) Various newsletter subscription options
- c) Integrated online stores to buy and sell products
- d) Company profiles are indistinguishable from private profiles

3. How should you react to negative comments in Facebook

- a) Ignore them, because answering only generates more attention
- b) Respond and take steps to address the issues, highlighted by the customers (correct)
- c) Use the “hide comment” function when logged in as an administrator
- d) Reply on private messages in order to avoid arguing with people in front of prospective clients.

4. Which of the following statements is true about Facebook?

- a) Make sure you use a well-designed profile and cover-photo, consistent with your company's brand identity.
- b) Upload pictures, videos and other types of multimedia at least 4 times a day in order to be active enough
- c) Add multiple hyperlinks and hashtags on your posts
- d) Invest a minimum of 100\$ in sponsored posts to get a positive return on investment.

5. What are some key features that should be included in a company's Instagram profile?

- a) A clear, concise, and engaging description, the website's URL and contact details.(correct)

- b) Having a catchy and trendy username, frequent posting of memes, and sharing personal stories.
- c) Posting colorful and animated GIFs, excessive use of emojis, and random hashtags.
- d) Frequently posting long paragraphs of text, preferably more than 100 words

6. What is the purpose of using “grids” for your Instagram pictures?

- a) Grids have no impact on the visual appeal of an Instagram profile and are a purely artistic decision
- b) Grids are meant to promote using Instagram on a PC, as opposed to a mobile device.
- c) Grids can enhance the visual appeal of an Instagram profile.
- d) Grids are an effective way for popularizing text-based posts.

7. Which of the following statements will help you achieve a greater reach for your posts?

- a) Only use visual elements without any accompanying text or hashtags.
- b) Engage users with captions and relevant hashtags.
- c) Avoid engaging users with text or hashtags, as they distract from the visual content.
- d) Generate more posts, regardless of their content. Quantity has a quality of its own.

8. What are some reasons for TikTok's growth in popularity, particularly among young people?

- a) TikTok's user-friendly interface and easy navigation make it popular among children and young adults, who may find complex platforms challenging.
- b) TikTok's growth in popularity is primarily due to its focus on providing advanced editing tools for professional video creators.
- c) TikTok's popularity is limited to a specific demographic and has no significant appeal to a wider audience.
- d) TikTok's growth can be attributed to its extensive collection of long-form video content that is suitable for educational purposes.

9. What are some techniques businesses can use to increase brand awareness and coverage on TikTok?

- a) Avoid using hashtags in TikTok marketing strategies.
- b) Focus solely on product-centric content without any behind-the-scenes glimpses
- c) Rely on long-form videos to capture the attention of TikTok users.
- d) Monitor the platform for relevant trends and try to participate in them. (The so-called trend-jacking”

10. What are some of the factors that you should take into consideration when working with TikTok influencers?

- Choose TikTok influencers primarily based on the number of followers they have, as it guarantees success in influencer partnerships.
- Evaluate the TikTok influencer's content, style, and tone to ensure it aligns with your brand's values, image, and messaging
- Focus on other female entrepreneurs showcasing their work in TikTok, as long as they are not directly competing with you.
- Since humor is very important to TikTok, you should consider partnering with influencers, who create objectively funny content.