
STEVEN KIMMI & JB JONES AND CO.



SOCIAL MEDIA 101: WORK BOOK

HOW TO USE SOCIAL MEDIA AND STILL RUN YOUR BUSINESS



CONTENTS

- **INTRO**
- **THE BASICS**
- **WHAT TO POST**
- **CONTENT TYPES**
- **HOT TO CREATE CONTENT**
- **MANAGING SOCIAL MEDIA**
- **TRACKING PROGRESS**
- **PUT THIS INTO ACTION**
- **ABOUT US**

SOCIAL MEDIA 101: WORKBOOK

INTRO

A practical, beginner-friendly worksheet to help you use social media while still running your business.

HOW TO USE THIS WORKBOOK

This workbook is designed to be worked through slowly as you become more and more familiar and comfortable with using social media. Don't feel like you need to complete everything at once. Progress beats perfection!

Ways to use this workbook, navigate it or approach it:

- Use this as a reference and resource.
- Consider this a working document you can come back to.
- Skip sections and return later, depending on what you want to focus on.
- If something feels hard, that doesn't mean you're bad at social media. It usually means you're doing it for the first time, so complete it at your own pace.
- You don't have to wait until you complete this workbook to start using social media. Clarity and skill come with practice, so just start and don't stop!

REMEMBER:

**SUCCESS IN SOCIAL MEDIA IS ABOUT
CLEAR MESSAGING, GAINING CONFIDENCE
AND A SIMPLE PLAN YOU CAN
ACTUALLY FOLLOW**

SECTION 1

THE BASICS

1. YOUR ACCOUNT'S PURPOSE

In one sentence, finish this thought:

When someone follows my account, they should expect to see:

If you can't decide on one answer, use the box below to jot down a few more answers or thoughts to come back to and re-consider later.

REMEMBER: Clarity comes from repetition. Come back to this question and refine your answer in a few days or weeks.

2. YOUR PROFILE

Your Profile has one job: help someone decide to follow you in 3 seconds.

Here's the **6 things** that should be in your profile:

1. Who you are
2. Who you help / What you offer
3. Business Location (address, city, region, state or area served)
4. Call to Action (CTA)
5. Link in Bio
6. Contact Buttons

Write your current profile below:

SECTION 1

THE BASICS

2. YOUR PROFILE CONTINUED...

Now rewrite your profile for clarity. **Check Class Slides for examples.**

PRO-TIP: Use emojis as bullet points to clarify the information in your bio. **Revisit the class slides to see examples.**

Now make a shortlist of things you want visitors to do when they visit your social media account.

Examples: Shop online, visit us in person, see new products

Does your profile match the goals you have for your visitors?

If not, work on refining your profile until it drives your visitors towards your goals.

When you're ready, copy the profile you wrote here and paste into your account!

PRO-TIP: Take a look at the profiles of businesses you admire or of your competitors. What do you like? What would you change? Apply these ideas to your own profile.

SECTION 2

WHAT TO POST

FOCUS ON 5 CATEGORIES OF CONTENT

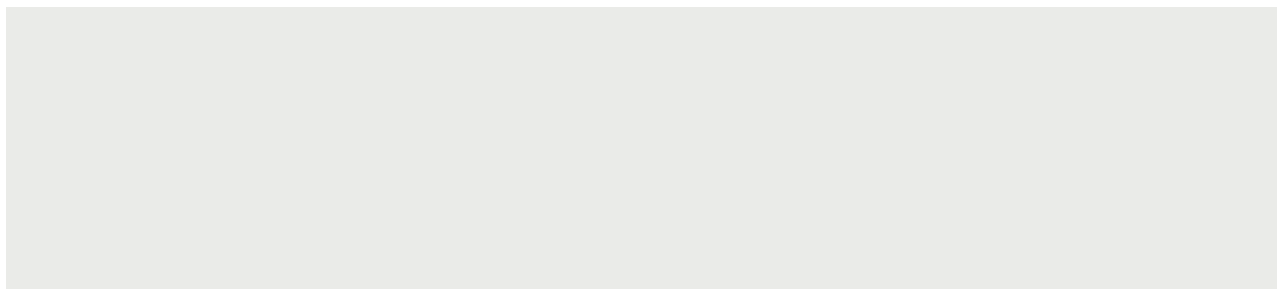
Content Categories don't change, but what format you use to post the content can. In this section, we'll review the Content Categories and begin thinking how they come to life through each format. Let's review the **5 Content Categories**:

1. **What you sell**
2. **Behind the scenes/process shots**
3. **Proof**
4. **Education (FAQ's)**
5. **Place-based/Local Content**

1. WHAT YOU SELL

Examples: Products, Services, Menu items, Experiences

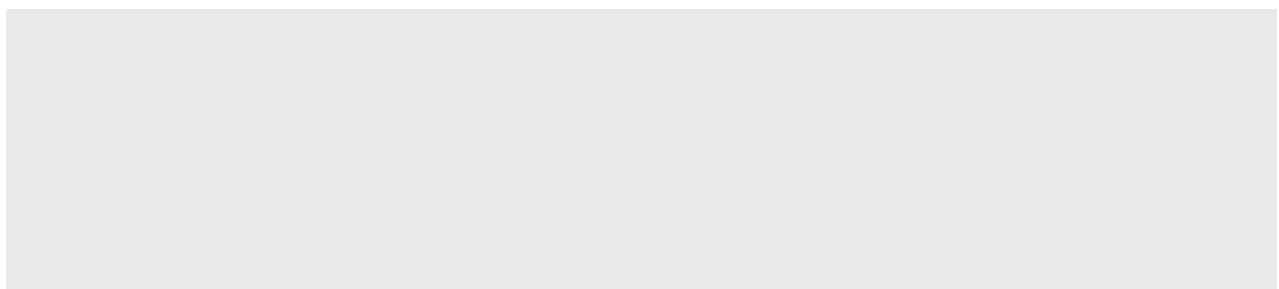
List 3 things you sell:



2. BEHIND THE SCENES/PROCESS SHOTS

Examples: "How it's Made", prep, setup, teardown, "A Day in the Life."

Write 3 behind-the-scenes or process ideas:



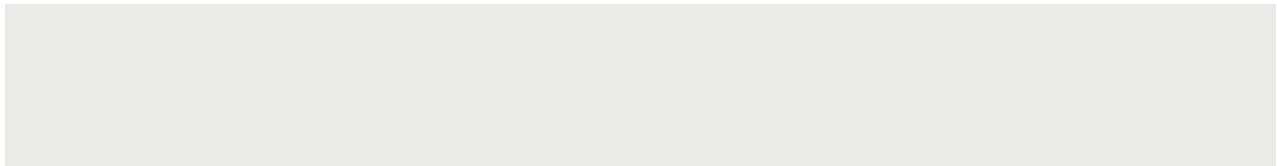
SECTION 2

WHAT TO POST

3. PROOF

Examples: Reviews, Testimonials, Customer reactions

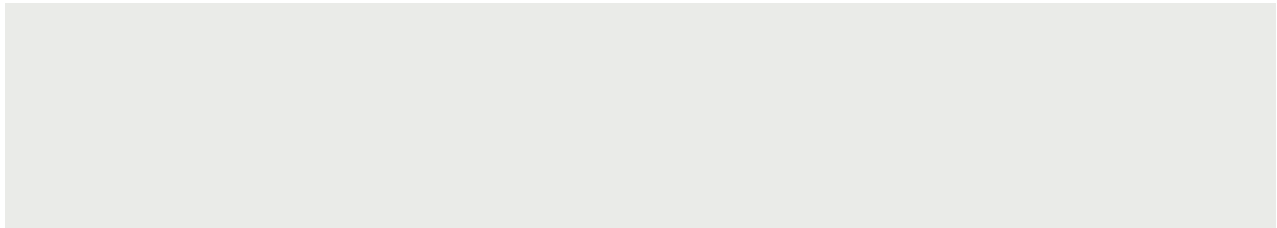
Write 2 proof ideas:



4. EDUCATION (FAQS)

Examples: Common questions, How things work, What to know before visiting or buying

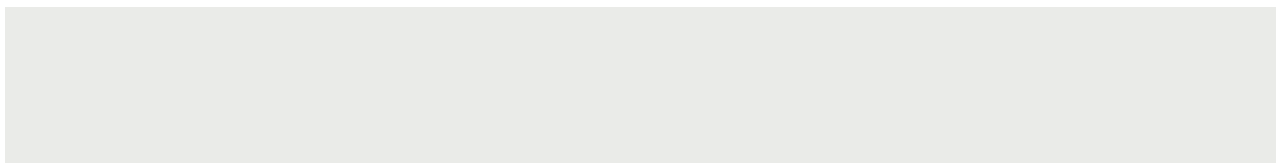
Write 3 questions people ask you:



5. PLACE-BASED/LOCAL CONTENT

Examples: Your location, Events, Festivals, The surrounding area, Local Holidays

Write 2 local or place-based ideas:



TAKEAWAY: You're allowed to repeat yourself. Repetition is a feature, not a failure. Go ahead and say the same things in each category if you want!

SECTION 3

CONTENT TYPES

THERE ARE 3 CONTENT TYPES

Most people overthink Formats because it’s easy to do! **You don’t need to use all 3 Formats; you can use two or even just one.**

Circle the formats that feel least intimidating to you right now:

- Photos
- Videos
- Text-based posts

1. MATCH TYPE TO CATEGORY

For each Content Category below, check the Content Types that feels easiest to use. You **DO NOT** have to utilize each format. If you want to only post photos - do it!

CONTENT CATEGORY	PHOTO	VIDEO	TEXT
1.What you sell			
2.Behind the scenes			
3.Proof			
4.Education			
5.Local/Place-based			

SECTION 3

CONTENT TYPES

NOTE: You don't have to stick to the same Content Type whenever you post within a Category. From the above exercise, you should be able to see how some categories lend themselves to certain formats.

1. MATCHING IDEA TO TYPE

Pick 4 of your Content Ideas from your WHAT TO POST section. Write them in the Content Idea column and check the Format that you want to use.

CONTENT IDEA	PHOTO	VIDEO	TEXT

PRO-TIP: Lean into what's easy, or what comes naturally for you in all aspects of social media. Choosing a Content Type, or multiple types, that you are comfortable with will help you manage your social media account in the long run.

REMEMBER:
YOU DON'T NEED A LOT OF IDEAS - YOU NEED CLEAR IDEAS.

SECTION 4

HOW TO CREATE CONTENT

CORE RULE: Content Type follows the message. If the message is clear, the format almost doesn't matter.

In this section, we will dig into the different Content Types, and focus on the benefits of each one.

1. PHOTOS

When to use photos: Photos work best when the subject is the message.

Good photo subjects: Products, Spaces, People, Moments.

Things to remember:

- Natural light can make a photo come to life!
- Perhaps there is a time of day when the light comes into your space just right, set aside time to shoot your photos then.
- Avoid dark images. Social media platforms respond more to light, bright and vibrant images.
- Simple beats creative. Don't overthink your photos - or what's in them.
- You DO NOT need to be a professional photographer to take a picture worthy of social media. Audiences love to see things they can relate to on social media - not overly produced images. Use your phone as your camera!

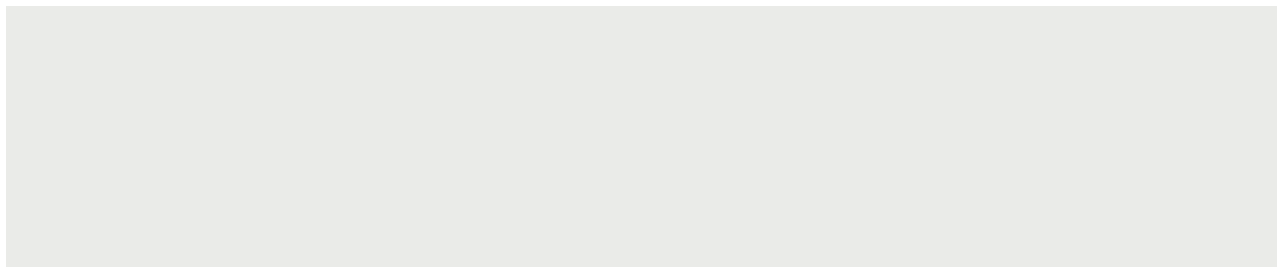
TAKEAWAY: A clear photo taken today beats a perfect photo you never post.

SECTION 4

HOW TO CREATE CONTENT

1. PHOTOS CONTINUED...

Make a list of 5 things you could take photographs of that could become posts.



PRO-TIP: Take a look at your camera roll on your phone. Are there any photos you could use for social media posts already in your camera roll?

2. VIDEOS

Video works when: something moves or changes or inherently requires “action.”

Good video ideas: Process, Making, Doing, Before / after, Objects that require action - like a candle being lit, or a swing being used.

Video content can be intimidating, but it doesn't need to be! You don't have to be an actor to be on film. Here are a few **things to remember:**

- You can film hands instead of faces
- You can film spaces in action
- You can film without talking
- YOU don't need to be the star. Sometimes the work is the star!

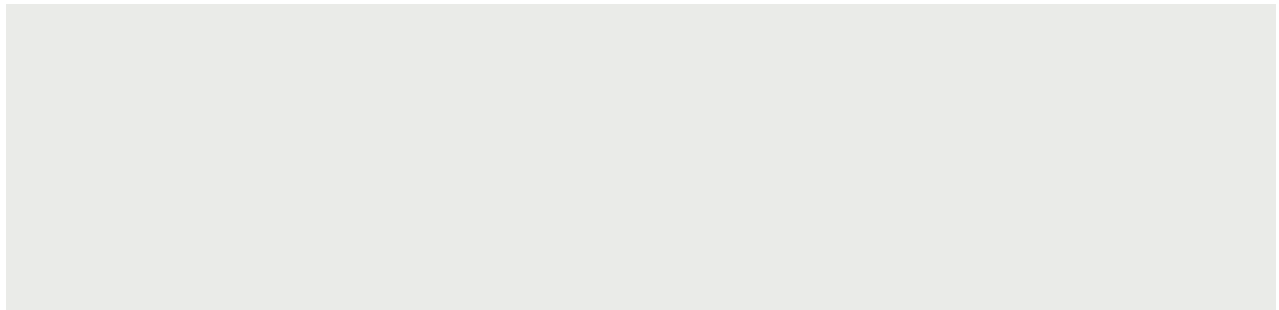
SECTION 4

HOW TO CREATE CONTENT

2. VIDEOS CONTINUED...

Make a list of 5 things you could take videos of for social media that could become posts.

NOTE: Simple things can make great content! Opening a box might seem like a boring, everyday thing, but “box openings” became a massive trends!



GET ORGANIZED: When you are creating photos + videos, save them into a folder on your phone to save time finding them when it's time to post.

3. TEXT-BASED POSTS

Text-based posts: Build clarity and trust. And to do that, remember:

- Writing like you speak is the goal
- Short paragraphs reduce pressure and are easy to read!

Use text to: Explain decisions, Share small updates, Tell short stories, Answer common questions, Make announcements, Share an Alert.

Text builds clarity and trust.

REMEMBER: If you can explain it to a customer, you can write a post.

SECTION 4

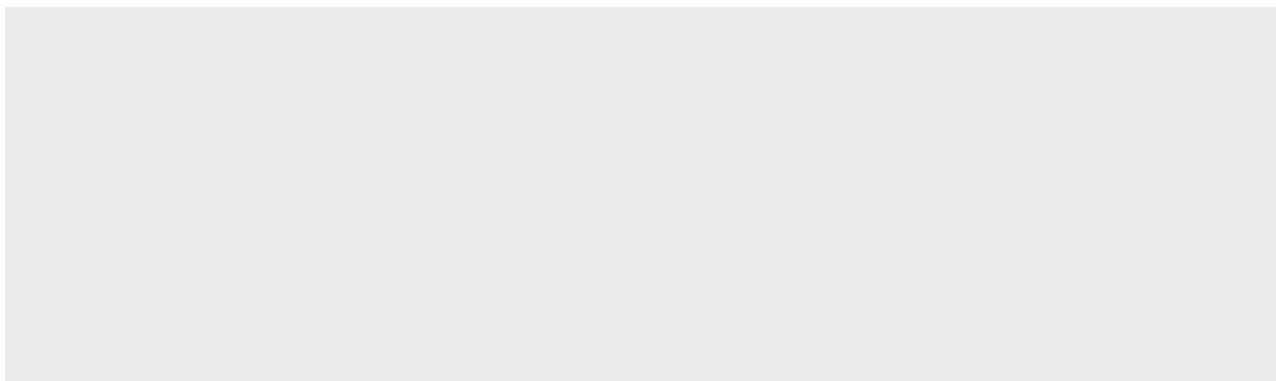
HOW TO CREATE CONTENT

3. TEXT-BASED POSTS CONTINUED...

Here's a few examples of text-based post concepts:

- Explain decisions:
 - We'll be closed on Saturday for..."
- Share small stories
 - We won "Best Coffee Shop" and we'd like to say thank you...
 - Our favorite employee is moving on. Say goodbye with us....
- Answering common questions
 - Since you've been asking, here's info on....
 - The park entrance is on the south side of Main St...
- Make announcements:
 - Our Annual Sale is back and begins on....

Make a list of 5 things you could share via a text-based post.



NOTE: Text-based posts are often best utilized when you have something specific to say. If your feed is mainly photos and videos, a text-based post will alert your audience that something is happening and they need to pay attention.

END OF SAMPLE WORKBOOK

Each Social Media 101 class comes with a Workbook that helps participants dig deeper into the content and execute what they learned well beyond the end of class.

If you attended our free class, you already received a copy of the full Workbook for that class. And if you missed it, join us at our next one! Info is in the email we sent this workbook in.

If you're interested in booking a class for your community, contact us to make it happen!

-Steven Kimmi & JB Jones

steven@stevenkimmi.com
jb@jbjonesandco.com