

Course Title: **Social Media Marketing for Solopreneurs Course**

Evaluator Name:

Krystal Ferguson

Date:

May 17, 2025

Media Type (please select):

☒ Book

☐ Article

☐ Audio

☐ Video

Resource URL:

<https://pressbooks.bccampus.ca/foundationsindigitalmarketing/chapter/social-media-marketing/>

Publisher:

PressBooks

Author(s):

Rochelle Grayson

Published Date:

March 23, 2023

TITLE OF RESOURCE

Foundations in Digital Marketing

Building meaningful customer relationships and engaged audiences

ACCURACY

- ☒ Does the source contain spelling errors or typos?
- ☐ Does supporting media (screenshots) reflect current versions/features of the social media platform?

COMMENTS

No spelling errors or typos. No screenshots of social media platforms.

CREDIBILITY

- ☒ Is the author (or authors) considered an expert by his/her peers?
- ☒ Does the author have a portfolio or case study documenting the successful application of knowledge?

COMMENTS

Rochelle Grayson has monetized digital content for large US companies including MTV, Mattel, and Warner Bros. She also holds a Masters Degree and serves the

	higher-ed community as a department chair and professor of marketing.
AUDIENCE	
☒ Is the information targeted to solopreneurs and/or business owners? ☒ Is the language appropriate for beginner-level users of social media? ☒ Is the information presented in a way that is easy to navigate visually (text hierarchy, infographics, screenshots)?	COMMENTS Chapter is written in practical, conversational tone, no fluff. The book is written for beginner-level business owners.
RELEVANCE	
☒ Does the information directly address one or more of the class objectives? ☒ Does this resource address the unique needs and challenges of a service-based business? ☒ Does this resource address the unique needs and challenges of a product-based business? ☒ Does this resource address the unique needs and challenges of social media marketing for solopreneurs?	COMMENTS The book is written for business owners needing a social media marketing framework. On the topic of lead generation, the content begins to address qualifying leads for each type of business offering.
ACCESSIBILITY	
☐ If the resource requires reading, is there an audio support available for the visually impaired? ☐ If the resource requires hearing, is there a written support available for the hearing impaired? ☒ If the resource is published to a website, does the webpage meet WCAG accessibility standards?	COMMENTS Site is compliant with WCAG accessibility guidelines.
INTERACTIVITY	
☒ Does the resource encourage critical thinking? ☐ Does the resource offer a workbook companion for reflection? ☐ Does the resource offer a job aide for quick reference?	COMMENTS The book has interactive components with knowledge checks,

	reflection prompts, and key takeaways. It also offers additional resources for expanded learning at the end of each chapter.
USAGE LICENSE	
☒ Is the resource licensed under creative commons? ☒ Does the license allow for educational use of materials?	COMMENTS The book is licensed under Creative Commons with Attribution.