

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

Evaluator Name:

Date:

Media Type (please select):

☐ Book

☐ Graphic

☐ Article

☐ Worksheet

☐ Audio

☐ Presentation

☐ Video

☐ Published
Paper

Resource URL:

Publisher:

Author(s):

Published Date:

TITLE OF RESOURCE

ACCURACY

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

COMMENTS

CREDIBILITY

- ☐ Is the publisher or resource repository reputable?
- ☐ 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

AUDIENCE	
☐ Is the information written for 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 (text hierarchy, infographics, screenshots)? ☐ For online resources, does the webpage also display advertisements of any kind?	COMMENTS
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
LEARNING OUTCOMES	
Which of the following learning outcomes are supported by this resource? ☐ Identify a target consumer who will most likely purchase their product or service ☐ Devise a content strategy that resonates with users on Facebook, Instagram, or LinkedIn ☐ Establish SMART goals for user engagement ☐ Develop branded content aligned to four content pillars (Educate, Engage, Inspire, Entertain) that support user engagement goals ☐ Analyze data metrics for consumer engagement insights that inform social media marketing strategy	COMMENTS
ACCESSIBILITY	
☐ If the resource is text-based, is an audible support available? ☐ If the resource contains audio, are transcripts or closed captions available?	COMMENTS

☐ If the resource is published to a website, does the webpage meet WCAG accessibility standards?	
INTERACTIVITY	
☐ Does the resource encourage critical thinking? ☐ Does the resource offer a workbook companion? ☐ Does the resource offer a job aide for quick reference? ☐ Does the resource include interactive elements?	COMMENTS
USAGE LICENSE	
☐ Is the resource licensed under Creative Commons? ☐ Does the license allow for educational use of materials?	COMMENTS
STRENGTHS/WEAKNESSES	