

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

Evaluator Name:

Krystal Ferguson

Date:

May 25, 2025

Media Type (please select):

☐ Book

☐ Graphic

☐ Article

☒ Worksheet

☐ Audio

☐ Presentation

☐ Video

☐ Published
Paper

Resource URL:

https://docs.google.com/document/d/12AsjIOw7OkIHllpKULg9QDCrC_KvVZSiX5xkygBNvWg/copy

Publisher:

unkanny! Design

Author(s):

Krystal Ferguson

Published Date:

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TITLE OF RESOURCE

Customer Journey Map

Developing Social Media Content Strategy for the Social Media Avatar

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 necessary.

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

COMMENTS

Yes, Krystal Ferguson is an accomplished brand strategist with

documenting the successful application of knowledge?	a portfolio of successful social media campaigns and branding graphics.
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 The language aligns to course vocabulary terms. The stages are easy to understand and clearly delineated. Explanatory text aid understanding.
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 worksheet prompts solopreneurs to think critically about their target buyer's needs and experiences to position their offering as a solution strategically.
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 This worksheet is a working document that will be updated as additional lessons are introduced.
ACCESSIBILITY	

☒ If the resource is text-based, is an audible support available? ☐ If the resource contains audio, are transcripts or closed captions available? ☐ If the resource is published to a website, does the webpage meet WCAG accessibility standards?	COMMENTS This worksheet is accompanied by an audio support file.
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 The worksheet encourages critical thinking and informed decision-making. The resource will serve as a reference document in subsequent lessons and upon completion, a job aid for future campaigns.
USAGE LICENSE	
☒ Is the resource licensed under Creative Commons? ☒ Does the license allow for educational use of materials?	COMMENTS The book is licensed under CC BY, Creative Commons Attribution, a copyright license that allows anyone to share, adapt, and build upon a work, even commercially, as long as they give credit to the original creator.
STRENGTHS/WEAKNESSES	
A strength of this resource is its nature as a working document within the minicourse. This allows learners to revise as new information is learned. The audio support file provides enhanced understanding and guidance for learner entries.	