

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

Evaluator Name:

Date:

Krystal Ferguson

Jun 1, 2025

Media Type (please select):

☐ Book

☐ Article

☐ Audio

☐ Video

☒ Graphic

☐ Worksheet

☐ Presentation

☐ Published
Paper

Resource URL:

Publisher:

N/A

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Author(s):

Published Date:

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TITLE OF RESOURCE

Full Screen Social Media Ad for Instagram or Facebook Stories

ACCURACY

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

COMMENTS

The source doesn't contain any typos. Media formatted (sized) for social media screens.

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

COMMENTS

Krystal Ferguson is a brand strategist with a portfolio of successful social media campaigns and branding graphics.

knowledge?	
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 source references the target audience in the text. Incorporating social media icons informs the audience which platforms will be examined.
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 source text speaks directly to solopreneurs.
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 The source models how social media ads target consumers using text and image. The text states "business alone" and the image shows a single person appearing "exhausted" over business planning docs. The ad also models the content pillar "educate" to inform clients of the course.
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 The source doesn't contain any audio supports, however, audio files can be added using Instagram and Facebook.
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 source encourages solopreneurs to think about the long term value of investing time and money in the course.
USAGE LICENSE	
☐ Is the resource licensed under Creative Commons? ☐ Does the license allow for educational use of materials?	COMMENTS The image is not licensed under Creative Commons because it is an advertisement for a specific course/product.
STRENGTHS/WEAKNESSES	
The course logo using color to direct the viewer. I want the viewer to see "solopreneur's guide" first. The social media icons immediately inform the viewer of the social media platforms this course focuses on. The tagline describes the learning outcome.	