

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

Evaluator Name:

Date:

Krystal Ferguson

Jun 10, 2025

Media Type (please select):

☐ Book

☐ Article

☐ Audio

☒ Video

☐ Graphic

☐ Worksheet

☐ Presentation

☐ Published Paper

Resource URL:

Publisher:

<https://vimeo.com/1092324983?share=copy#t=0>

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Author(s):

Published Date:

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TITLE OF RESOURCE

Understanding Social Media Landscapes

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. No screenshots included. Contains current versions of the social media logos.

CREDIBILITY

- ☒ Is the publisher or resource repository reputable?
- ☒ Is the author (or authors) considered an expert by his/her peers?

COMMENTS

Krystal Ferguson is a brand strategist with a portfolio of

☒ Does the author have a portfolio or case study documenting the successful application of knowledge?	successful social media campaigns and branding graphics. The data referenced in the video is sourced from reputable industry research.
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 video is written for solopreneurs and business owners who offer products or services. Consistency in slide layout makes it easier to navigate.
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 video is written for solopreneurs and business owners who offer products or services.
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 video shares research about each social media platform's user base, including demographics, behaviors, preferences, and expectations on each of these platforms. The knowledge will help business strategize their content.

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 video includes optional close-captions and the website offers a transcript file for download.
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 respond to the expectations and preferences of the users.
USAGE LICENSE	
☒ Is the resource licensed under Creative Commons? ☒ Does the license allow for educational use of materials?	COMMENTS The video is licensed under Creative Commons Attribution.
STRENGTHS/WEAKNESSES	
The video is too long-needs to be shortened to half its current runtime.	