

Course Title: **Content Marketing Tools on LinkedIn**

Evaluator Name:

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Date:

Jun 15, 2025

Media Type (please select):

☐ Book

☐ Graphic

☐ Article

☐ Worksheet

☐ Audio

☐ Presentation

☒ Video

☐ Published
Paper

Resource URL:

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

Publisher:

unkannyEd

Author(s):

Krystal Ferguson

Published Date:

June 15, 2025

TITLE OF RESOURCE

Content Marketing on LinkedIn

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. Contains current versions of the social media screenshots.

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. Presenter uses real data from content post to highlight engagement features.
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 prepared for targeted course learners, but anyone can benefit from the content creation and engagement tools. Ads that are displayed are "promoted" content on LinkedIn's interface.
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 introduces content creation and post engagement tools to solopreneurs. It is strictly for informational purposes.
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	COMMENTS The video provides foundational knowledge for solopreneurs to consider when setting goals for engagement and devising content that resonates with users.

insights that inform social media marketing strategy	
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 helps solopreneurs strategize content for 1 of 5 engagement reactions.
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	
There are instances where the mouse highlighter becomes too distracting for the eye.	