

**Storelance**



**Storelance**

Social media takeover

# Contents Page

<b>Introduction</b>	<b>8</b>
<b>Section 1 - Plan</b>	<b>9</b>
Introduction to Storelance	9
Storelance Requirements	9
Content planning and publishing	12
Developing online communities	13
Enforcing social media policies	15
<b>Section 2 - Review of Plan</b>	<b>16</b>
Scheduling and documenting meetings	16
Feedback from a client	25
Feedback from a potential user/followers	28
Refining of ideas and solutions	30
Agreeing and adjusting timescales	30
<b>Section 3 - Planning Justification</b>	<b>31</b>
Client/Business Requirements	31
Content planning and publishing	31
Developing online communities	32
Enforcing social media policies	32
<b>Section 4 - Implementation</b>	<b>34</b>
Social Media Website 1 - Instagram	34
Social Media Website 2 - Facebook	46
<b>Section 5 - Review and Optimisation</b>	<b>59</b>
Data gathering and analysis	59
<b>Section 6 - Evaluation</b>	<b>75</b>
Plan	75
Implementation	75
Review and Optimisation	76
Behaviours	77
Media and communication skills	78
Responding constructively to the contributions of others	78
Creativity	79
Overall Conclusion	80
<b>Bibliography</b>	<b>81</b>

# Introduction

In this assignment I have been asked to help a small business which is registered in the local chamber of commerce. I am going to use social media strategies to promote their business and increase the traffic their business gains.

Storelance, the small business I am becoming involved with has hired me to use the skills I have already developed to create a plan on how to utilise social media effectively. I am going to implement the use of social media into the business' routine.

Throughout this project, I plan on using many forms of communication, many forms of posts online and use research of the chosen social media sites to upload content at the most rewarding times of day. This will increase the effectiveness of using social media and Storelance will be able to see guaranteed results by the end of the time-period.

# Section 1 - Plan

## Introduction to Storelance

Storelance is run by two people, Janice Street and Peter Patel. They have been running the establishment for 15 years.

Storelance is a small business located at 5 Park Lane, Sunderland, SR6 7TY. It has many goods on offer. They do daily deliveries and have recently become a convenience store and also an off-licence.

Storelance sells many goods, including alcohol. The prices in Storelance are low, which could be a key selling point when creating promotional posts on the social media accounts I am creating.

### Business Aims

Storelance is looking for me to be able to advertise their store on both Facebook and Instagram. This is their preferred two social media sites and also the sites which on average, businesses gain the most growth from. They want the social media advertising to contain promotional offers which are available at their store and to also keep followers up to date with general news.

The main focus of this social media takeover is to inform customers rather than specifically promoting services.

### Time Scale

The start point of this project is 01/04/23 and the end point of this project is 13/05/23. After 13/05 I will be handing the social media accounts etc back to the company to take control of everything again.

I will be taking over the site for over a month, 43 days, and I am aiming to post approximately 3-4 posts a week, as well as interacting with customers and providing customer service.

### Limitations

Storelance has a few limitations. They have a lack of customers overall, They only have 3 workers who are inside of the store, and being seen as a convenience store, they will need to increase these numbers.

They also have not already advertised some products enough, such as alcoholic beverages.

## Storelance Requirements

The potential benefits for the business when compared to traditional promotion methods

Using social media for promotion has benefits when compared to traditional methods such as newspaper advertisements. Social media uses less resources than traditional methods as it can be edited and created on any device.

However, only people who are actively using social media will see the advertisements, yet traditional methods such as TV advertisements will be seen by a wider audience.

These methods can be overcome if you utilise a social media which has a large user base, and maybe use some traditional methods.

### Responsibilities for the use of social media within the business

There will be many roles during the time period I am handling the social media account, as I am only handling this social media account the other workers or owners of the business should aim to give me information on the new promotions so I can easily post them.

The responsibilities for the workers is to have new promotions active to be posted online, while my responsibilities are to work efficiently and professionally with the admin rights to the social media accounts. I am also expected to be responsible when handling the given accounts, I will use them professionally and abide by the social media policies.

### Timescales for the use of social media within the business

This plan should suit the client as I am occupying the business for the whole time of this plan, as this will maximise the amount of information which is being posted onto the social media sites.

In the time period given, I will be using many forms of communication such as messages and emails, this helps the clients gain a better understanding of the plan which I am creating. For the first two weeks of this project, I will be creating a plan and communicating with the clients to create a solidified plan which will maximise growth for Storelance. After this point, I will be running the social media accounts on Facebook and Instagram. When the time is over, I am expected to hand back the social media accounts to Janice Street and Peter Patel.

Task to be Completed	Date to be completed by	Time allocated to task	Date completed	Responsibilities	Justification of task
Gain 200 followers	13/05/23	01/04/23-13/05/23		Posting engaging content which targets the algorithm online.	For this task, I have to measure the growth of social media. This is a good way to measure growth overall.
Respond to 3+ comment per post	13/05/23	01/04/23-13/05/23		Post content which gains customer responses to begin with.	Responding to comments helps growth as users see an active account interacting with people.
Provide regular customer service	13/05/23	01/04/23-13/05/23		Checking comments regularly or social media messages.	Responding to comments helps growth as users see an active account interacting with people.
Not missing a post day	13/05/23	01/04/23-13/05/23		Staying up to date with the posting schedule.	Missing a post day if stated may deter users as they might be waiting for news.

### Social Media Selection

#### Social media 1 - Facebook

I have chosen Facebook for my first social media to use as Storelance has stated that they prefer to use this social media for this project.

Both Facebook and Instagram have been agreed upon in the client brief.

Facebook has many features which help businesses thrive. For example, groups allow for many ways in which both a business and customers can make posts to talk about the state of a business or to ask for customer service. A business is also able to ask for customer feedback which helps them gather a response from many users.

Facebook has many benefits; including its large user base, the large amount of account customisation, and specific targeted ads allow for a user to have a higher probability to buy a product or service. However, due to this large user base, it may be harder to see growth due to the amount of accounts which are also competing to grow rapidly online.

Other social media platforms have not been agreed upon due to the lack of a user base or lack of business friendly features.

We will try to reach an older target audience due to some Storelance handling and selling alcohol, which cannot be marketed towards people of a younger age.

The content which I will post will be mainly informative, yet when not having to post informative content I will try to post friendly and funny content as this is a good way to gain user interaction.

### Social media 2 - Instagram

I have chosen Instagram for my second social media to use as Storelance has also stated that they would like to use this social media.

Both Facebook and Instagram have been agreed upon in the client brief.

Instagram has many features which help with allowing businesses to set up profiles etc. This could be the Instagram shop section, where prices and information can be attached with a product, which tells a user instantly everything they will need to know about a product.

Instagram also has a large user base, not as large as Facebook, but most of the users who are actively using Instagram, will most likely also use Facebook, which helps transfer followers across the social media profiles.

The main target audience which we are targeting will be the mid range age users, as these are old enough to buy alcohol etc, yet also keep an open mind when seeing small businesses.

The content which I will post will be mainly informative, yet when not having to post informative content I will try to post friendly and funny content as this is a good way to gain user interaction.

### Targets for the use of social media

No targets have been stated by the Storelance owners, but I am going to set targets for myself.

I am going to aim for mainly gaining more unique followers and to also gain engagement across both of these platforms.

This success will be measured through the analytics of the account.

Targets:

10% or more of users who view a post also engage.

An average of 15 minutes screen time of users viewing our account.

These targets are SMART and will help measure growth on this account.

## Content planning and publishing

### Target Audience

Due to Storelance being a convenience store they will be aiming for a wide range of ages in their target audience. However, Storelance also sells alcohol, which means that overall they might aim for a majority of their target audience to be an older generation.

The business and service will appeal to a wide variety of users, as the store is physical as well as being online.

When identifying our target audience, there are no gender restrictions and there are little to no money restrictions. Storelance is a small business which does not sell products for an expensive price. The only restriction is the age, due to Storelance selling alcohol.

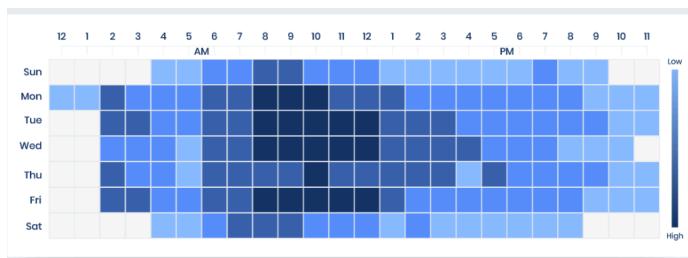
The content which I am aiming to post will be a mix of informative and funny content. This will engage the target audience which Storelance is aiming for as most people in the 18-34 age range are interested in seeing funny content posted on business accounts.

### Keywords

#### Content-posting schedule

##### Research

For Facebook, the best days to post are Wednesday, Thursday and Friday. The worst day to post is Sunday. The best time to post is 9am and the worst time to post is 10pm.



On Instagram, the best day to post is Tuesday and the worst day to post is Sunday. There is a wider range of times which are classified as the best on Instagram, this range being 10am-3pm. The worst time to post is at 10pm.



#### Publishing schedule

The best times to post would be Tuesday at 11 am for Instagram and Wednesday at 9am for Facebook.

This will suit the client as they will gain the most representation and growth from posting at these times.

Type of Content	Detail of content	Platform	Date Scheduled for Publication	Time Scheduled for Publication	Justification
Information	News on Storelance	Both	Tuesday	11am	Best time for Facebook
Humour	Mainly humour based on Storelance or related to. If not, reposts of funny external content	Both	Wednesday & Saturday	9am & 3pm	Best time for Instagram
Promotional offers	Offers such as 50% off etc	Both	Friday	10am	Bad day for Instagram users, but good for facebook which has a higher user base

## Developing online communities

### Use of promotional techniques

Requesting feedback and surveys are good ways to gain interaction from users on a given social media platform, not all users will take part in these surveys, which means that the more followers a profile has, the more responses that they will receive.

Special offers are a content format which can be used to gain a good reputation among users on that site. Users love seeing special offers as they are saving money overall, and this will garner good reactions from users online.

Humour and information content formats are both formats which I believe will gain the most reactions from users.

I am able to create links which link the profiles to each other. If storelance is to create an online shopping website, then they are able to link their social media accounts.

On Instagram specifically, I will be able to post stories where I can share other interesting posts which other accounts have posted, which followers will travel to and maybe follow that external account.

Example Poll:

 Storelance   
@StorelanceBusiness

...

Would you rather? Drink only Diet Coke or Regular Coke? [#WouldYouRather @CocaCola](#)



25 votes · 12h left

12:08 PM · Apr 17, 2023 · Twitter Web App

35 Views 1 Retweets 0 Quote Tweets 9 Likes



FakeTweetMaker.com

Monitoring social media website streams and responding to queries, requests I will aim to respond to a large number of comments on the posts which I upload. This will make the account seem more human, and also provide much needed information and customer service. This ties in with responding to negative comments, as customer service is a friendly and private way to deal with negative responses. Using groups and hashtags is also a great way to create a brand image faster, as the more interactive you are with the social media site you are using, the higher the number of users which will see it.

## Enforcing social media policies

### Company philosophy

Storelance will need an exemplary company philosophy which is able to create an environment which is inclusive, friendly and exceeds customer expectations. They should also be willing to hold themselves accountable for any mishap which may happen inside of the company or outside with customers or external stakeholders.

### Promotion of Honesty and Respect in posted content

Inside of the company and outside of the company, respect and honesty is a necessity. They must always post content which is respectful of all people in the community. As I am becoming the Admin for the account I will need to think about how any post may be interpreted, as any mistake may ruin the growth of the company online.

### **Ways to ensure confidentiality of information**

Using secured documents inside of the business, this ensures that information such as addresses of employees is safe. None of this information is to be shared online or offline with anyone. Only Janice Street and Peter Patel should be able to access this information. Information is deleted when employees depart.

### **Methods of dealing with security issues**

Ways of dealing with security issues could consist of monitoring behaviour of the user controlling the account, and making sure that the login information is private and not being handed out to anyone outside of the business.

### **Separation of company and personal issues**

Separating these issues will allow for the social media account to be run without any biases towards any issue which the social media account manager is facing. For example, personal issues may sway how the posts online are portrayed, and this may disrupt any company issues.

### **Legal and Ethical considerations**

Legal and ethical considerations are a large part of managing a social media account. Legality means abiding by the law, and ethicality means doing the right thing. You will need to combine the use of these together when posting on social media, this is as you are able to post something which is legal, but may not be ethical to post and could damage the company's image

### **Copyright free images**

Using copyright free images is helpful as it limits the amount of money being spent on running the social media account. When using copyright images, you will have to pay the owner of the image copyright fees, and you may also have to credit the owner on the posts. Using images which are in the public domain allows for free use of any image which is located there,

### **How staff should behave**

Staff online should behave well and respect everyone and anyone online. When providing customer service or interactions with customers, they must be respectful and friendly, as this makes the social media account seem more human, as they can then be related to. When posting also, there should be no bias to any stance, whether this is political or not, as this may deflect any audiences which disagree. Staff may behave less professional on the terms that it is still to help with business growth.

### **The use of social media**

When using the company social media account, the user must not be using the account for any unprofessional activity. If the account is being used for personal reasons, this is also classed as unprofessional. The account should only be used for work business purposes and nothing else.

Use of social media should also be limited to between 1 and 2 hours to ensure that working time in store is not hindered.

## Section 2 - Review of Plan

### Scheduling and documenting meetings

Type of Meeting	Evidence	Reason for Meeting	Outcome of Meeting
Email Formal	See Below	Introduction to the project / plan.	Meeting was scheduled.
Text Message Formal	See Below	Discussing scheduling issues if any.	No issues.
One-To-Group Formal	See Below	Full meeting based around Plan, able to make changes and improvements	Changes were made and the plan was solidified.
Text Message Informal	See Below	Informing client on mockup post being created	Positive response
Email Formal	See Below	Presenting mockup post and state that I will send them to possible customers	On board with ideas.
Survey for Potential customers	See Below	Giving survey to potential customers	10 responses to give feedback

#### Email formal 1 Evidence:

StorelanceBusiness@gmail.com

Introductory and Meeting Scheduling

Hi Janice Street and Peter Patel,

I hope you both are doing well.

I have managed to create a plan which I believe will work well to grow your business on social media and online as a whole. I am going to explain more about this and we can discuss more soon in a face to face meeting so we are able to come to an agreement on this plan, or to make any changes.

I have used the information which you have provided to help me create this plan. I will be using the two social media platforms, Facebook and Instagram for this project. My main content format will be informational content and promotional material, as you are aiming to spread news about the business and promote special offers online.

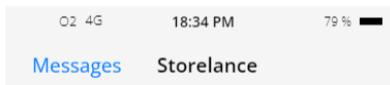
The target audience which I am going to reach online is between 18 and 30. as Storelance is not just a convenience store, but also an off license

I am able to discuss more about the strategies I will be using during this project, and gather an opinion from you on the state of the plan I have created.

Please reach back to me with a date and time which you are available for a face to face meeting, Thank you

Harry Jaggar..

#### Text Message formal 1 Evidence:



## One-To-Group Meeting 1 Evidence:

### STORELANCE BUSINESS PLAN MEETING 19/04/23

19 APRIL 2023 / 12:30 PM / ROOM 127

#### ATTENDEES

Harry Jaggar, Janice Street, Peter Patel.

#### AGENDA

##### Business Social Media Plan

- Present plan for managing social media account
- Discuss any changes or improvements
- Discuss additions
- Talk on starting date for management

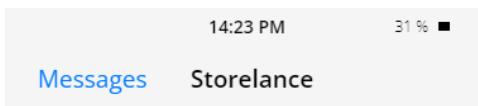
#### NOTES

- Janice and Peter request changes on Targets for managing social media growth
- Agreed on Social media platforms to use
- Both agree that the age range for target audience needs to be raised from 18-30 to 18-34
- Agree that occasional, casual humour posts will act as a catalyst for growth
- Request for humour posts to be indirectly advertising Storelance, keeping humour to being based around the topic of storefront
- Agree on social media policies, but request on limiting use of social media time to prevent social media taking too much time

#### ACTION ITEMS

1. Design theme for social media posts
2. Design a backlog of posts which are readily available to post when the posting on social media begins

## Text message informal 1 Evidence:



Fri 28 Apr at 12:34

Hi Pete and Janice, I am going to create a mock-up of a post for Instagram and Facebook. Do you have any more requirements for this before it is made?

No requirements! You already know what we would like to see so we are leaving it up to you. haha

Text Message

Send

## Email formal 2 Evidence:

Mockup Post

StorelanceBusiness@gmail.com

Mockup Post

Hi Janice and Peter, hope all is well.

Below, I have attached a mockup post. I will be using the blue theme throughout all posts online, as the colour is calming and not too aggressive on the eyes.

I am also planning on sending this post to potential clients through a survey, to gain more feedback overall and to make sure the content which is posted is perfect.

Best,

Harry Jaggar

[instagram\\_post.png \(107K\)](#)

x

Mockup Post:

 **Storelance · Following**  
Storelance, Sunderland 

**Welcome!**

Welcome to the Storelance Instagram page!

Be sure to stick around to hear the latest news and offers.

Any questions? Let us know in the comments.

  
@StorelanceBusiness

 Liked by **jameshayes14** and 3 others

**Storelance** Follow for more news! [more...](#)

[View 1 comment](#)

 Add a comment...   

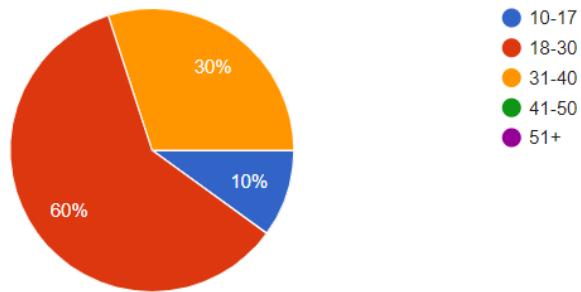
2 Days Ago

Survey evidence:

What is your age group?

 Copy

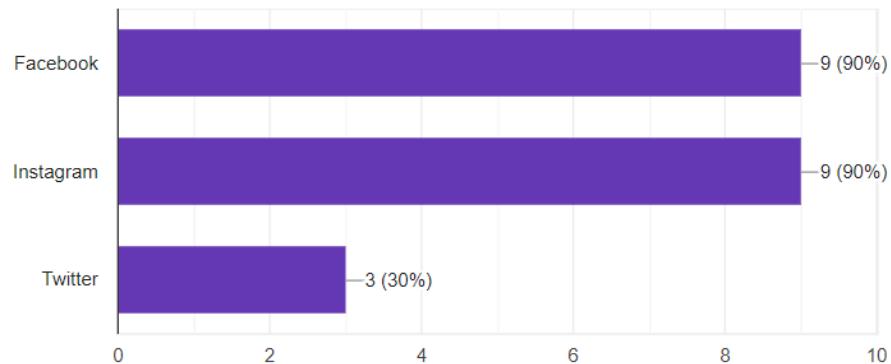
10 responses



From the following, which social media platforms do you use?

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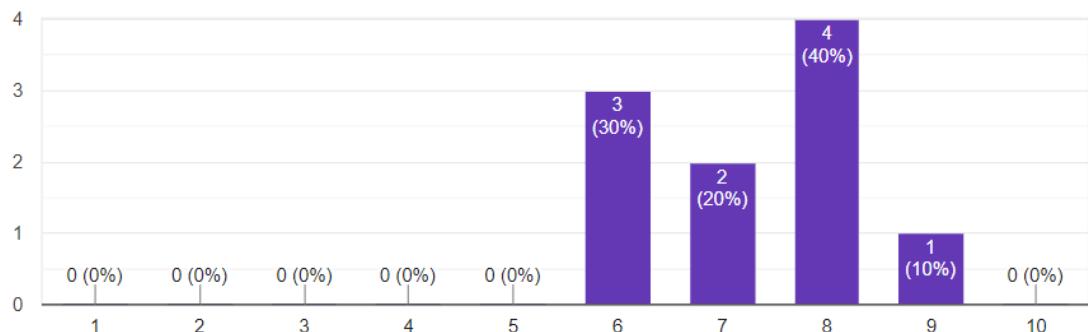
10 responses



How often do you see promotional content online?

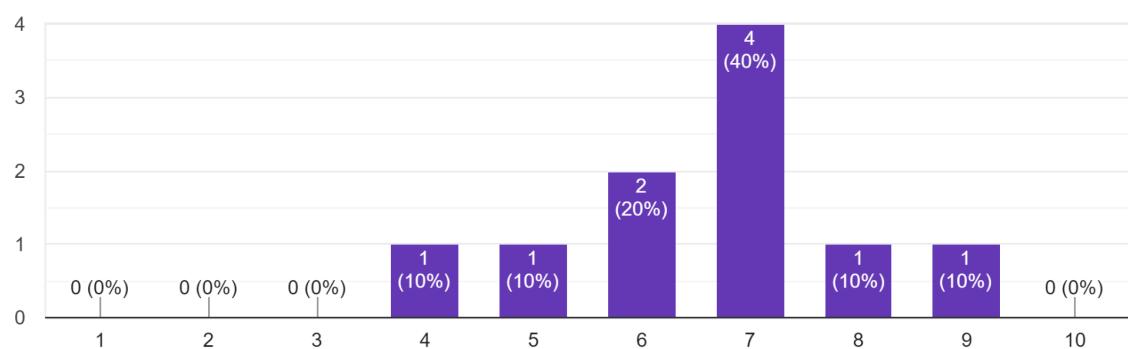
 Copy

10 responses



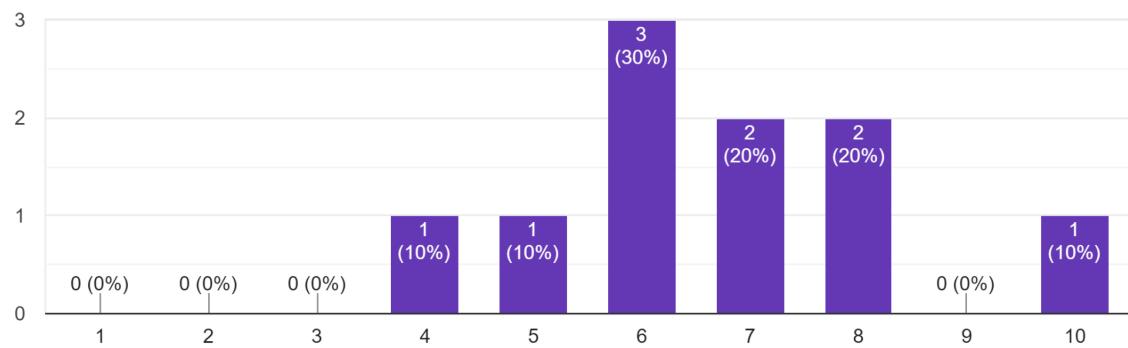
On a scale of 1 - 10, how much do you enjoy seeing promotional content online?

10 responses



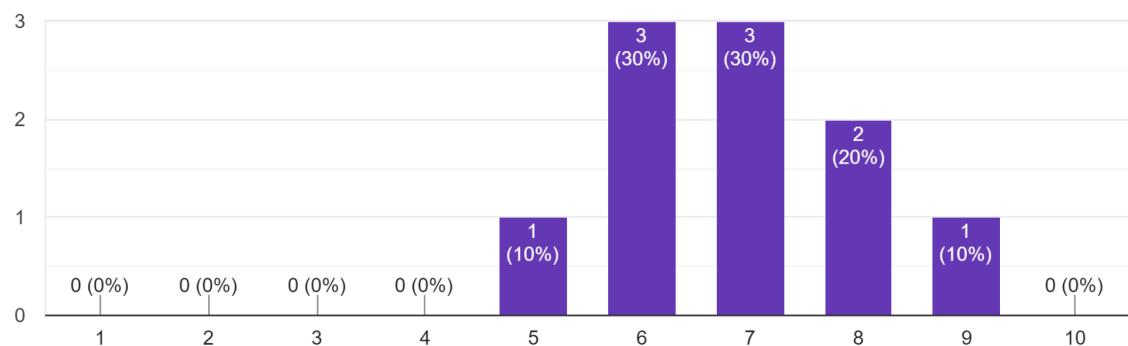
How often do you see humorous content online?

10 responses



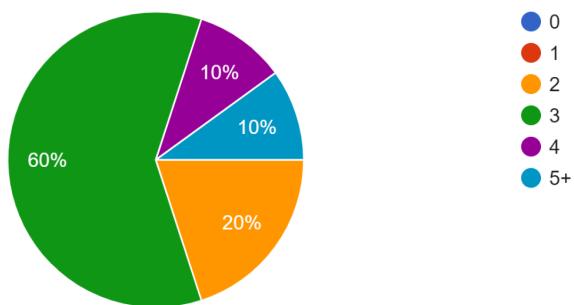
On a scale of 1 - 10, how much do you enjoy seeing humorous content online?

10 responses



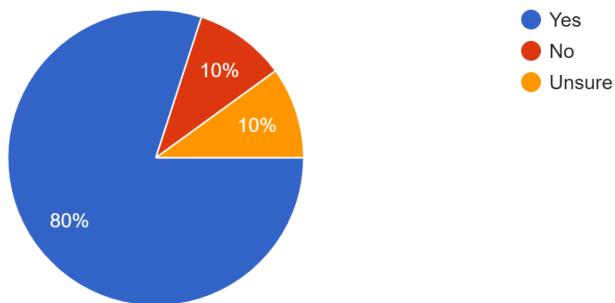
Per post, how many times do you see businesses replying to customers?

10 responses



Do you prefer when business accounts act more human instead of corporate?

10 responses



## Feedback from a client

I have made changes to the plan which I originally created after a series of conversations with the owners of Storelance, Peter and Janice. These changes are needed due to the business being in their hands, I do not want to mediate with what they are trying to accomplish overall. These changes have been made due to their ideas, and we have solidified a deeper plan to be used from now on. We have however agreed on the social media platforms which have been used, and the times in which posts are supposed to be uploaded onto the given social media websites.

Client/Business Requirements	Based on the feedback I was given by Janice and Peter, I need to make changes to the targets I have made which measure growth. This needs refining as they believe that the growth they are able to get will be more than they originally expected. I have refined the targets by making them more outgoing, but keeping some targets which don't specifically measure growth the same. Before changes:
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	Task to be Completed	Date to be completed by	Time allocated to task	Date completed	Responsibilities	Justification of task
	Gain 100 followers	13/05/23	01/04/23-13/05/23		Posting engaging content which targets the algorithm online.	For this task, I have to measure the growth of social media. This is a good way to measure growth overall.
	Respond to 1+ comment per post	13/05/23	01/04/23-13/05/23		Post content which gains customer responses to begin with.	Responding to comments helps growth as users see an active account interacting with people.
	Provide regular customer service	13/05/23	01/04/23-13/05/23		Checking comments regularly or social media messages.	Responding to comments helps growth as users see an active account interacting with people.
	Not missing a post day	13/05/23	01/04/23-13/05/23		Staying up to date with the posting schedule.	Missing a post day if stated may deter users as they might be waiting for news.
<b>After changes:</b>						
	Task to be Completed	Date to be completed by	Time allocated to task	Date completed	Responsibilities	Justification of task
	Gain 200 followers	13/05/23	01/04/23-13/05/23		Posting engaging content which targets the algorithm online.	For this task, I have to measure the growth of social media. This is a good way to measure growth overall.
	Respond to 2+ comment per post	13/05/23	01/04/23-13/05/23		Post content which gains customer responses to begin with.	Responding to comments helps growth as users see an active account interacting with people.
	Provide regular customer service	13/05/23	01/04/23-13/05/23		Checking comments regularly or social media messages.	Responding to comments helps growth as users see an active account interacting with people.
	Not missing a post day	13/05/23	01/04/23-13/05/23		Staying up to date with the posting schedule.	Missing a post day if stated may deter users as they might be waiting for news.
This change/refinement will ensure that all content which is posted is at the highest quality, as keeping these targets low may not be enough motivation to keep uploading consistently.						
Content planning and publishing	<p>Based on the feedback which Janice and Peter have given me, we have decided that when I am to upload posts on either social media which contain humour, the humour must also be centred around storelance or related to mostly. This needs to be refined as this will ensure that Storelance gains as much growth as possible online.</p> <p>I have refined the content planning / publishing schedule to ensure that this change is solidified in the plan.</p> <p>Before changes:</p>					

Type of Content	Detail of content	Platform	Date Scheduled for Publication	Time Scheduled for Publication	Justification
Information	News on Storelance	Both	Tuesday	11am	Best time for Facebook
Humour	Reposts of funny external content	Both	Wednesday	9am	Best time for Instagram
Promotional offers	Offers such as 50% off etc	Both	Friday	10am	Bad day for Instagram users, but good for facebook which has a higher user base

**After changes:**

Type of Content	Detail of content	Platform	Date Scheduled for Publication	Time Scheduled for Publication	Justification
Information	News on Storelance	Both	Tuesday	11am	Best time for Facebook
Humour	Mainly humour based on Storelance or related to. If not, reposts of funny external content	Both	Wednesday	9am	Best time for Instagram
Promotional offers	Offers such as 50% off etc	Both	Friday	10am	Bad day for Instagram users, but good for facebook which has a higher user base

This refinement will help as even when content isn't necessarily directly advertising Storelance, it may be indirectly giving Storelance recognition.

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Developing online communities

When discussing the online community which we are aiming for, Janice and Peter suggested that we should change the target audience age range to 18-34 from 18-30. While this isn't a large change in the difference between ages, it is much needed as we both believe that having too small of an age range may suppress growth.

**Before changes:**

The content which I am aiming to post will be a mix of informative and funny content. This will engage the target audience which Storelance is aiming for as most people in the 18-30 age range are interested in seeing funny content posted on business accounts.

**After changes:**

The content which I am aiming to post will be a mix of informative and funny content. This will engage the target audience which Storelance is aiming for as most people in the 18-34 age range are interested in seeing funny content posted on business accounts.

This will help as the age range isn't too sporadic to the point where the type of content would need to be changed, it just ensures that there is a large amount of growth being gained.

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Enforcing social media policies

Both me and the Storelance owners agree that spending too much time monitoring the social media account may affect the amount of real time work, especially after the account has been handed back to them. We have made a change to limit the social media use time per day to 1-2 hours, as this is a time window which can be used to monitor the social media growth daily.

**Before changes:**

The use of social media

When using the company social media account, the user must not be using the account for any unprofessional activity. If the account is being used for personal reasons, this is also classed as unprofessional. The account should only be used for work business purposes and nothing else.

**After changes:**

	<p>The use of social media</p> <p>When using the company social media account, the user must not be using the account for any unprofessional activity. If the account is being used for personal reasons, this is also classed as unprofessional. The account should only be used for work business purposes and nothing else.</p> <p>Use of social media should also be limited to between 1 and 2 hours to ensure that working time in store is not hindered.</p> <p>This helps as it will limit the time which users are spending on social media, and won't affect the work which users are putting in during working hours at Storelance.</p>
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## Feedback from a potential user/followers

I have made changes to the plan again, due to the response from potential users and customers. After making these changes, I have garnered responses from both the owners of Storelance and also potential users. This should ensure that there are no other issues which may affect the growth of the Storelance brand.

Client/Business Requirements	<p>Based on feedback, I have decided to increase the amount of times in which I am supposed to respond to customers in the time frame given. After gaining replies about the amount of times which normal companies are responding to customers, we have come to the conclusion that this needs refining to stand out on the communication front.</p> <p>Before changes:</p> <table border="1"> <thead> <tr> <th>Task to be Completed</th><th>Date to be completed by</th><th>Time allocated to task</th><th>Date completed</th><th>Responsibilities</th><th>Justification of task</th></tr> </thead> <tbody> <tr> <td>Gain 200 followers</td><td>13/05/23</td><td>01/04/23-13/05/23</td><td></td><td>Posting engaging content which targets the algorithm online.</td><td>For this task, I have to measure the growth of social media. This is a good way to measure growth overall.</td></tr> <tr> <td>Respond to 2+ comment per post</td><td>13/05/23</td><td>01/04/23-13/05/23</td><td></td><td>Post content which gains customer responses to begin with.</td><td>Responding to comments helps growth as users see an active account interacting with people.</td></tr> </tbody> </table> <p>After changes:</p> <table border="1"> <thead> <tr> <th>Task to be Completed</th><th>Date to be completed by</th><th>Time allocated to task</th><th>Date completed</th><th>Responsibilities</th><th>Justification of task</th></tr> </thead> <tbody> <tr> <td>Gain 200 followers</td><td>13/05/23</td><td>01/04/23-13/05/23</td><td></td><td>Posting engaging content which targets the algorithm online.</td><td>For this task, I have to measure the growth of social media. This is a good way to measure growth overall.</td></tr> <tr> <td>Respond to 3+ comment per post</td><td>13/05/23</td><td>01/04/23-13/05/23</td><td></td><td>Post content which gains customer responses to begin with.</td><td>Responding to comments helps growth as users see an active account interacting with people.</td></tr> </tbody> </table> <p>This refining will help Storelance to stand out from normal businesses as we are going the extra mile to respond to customers and to help with their needs.</p>	Task to be Completed	Date to be completed by	Time allocated to task	Date completed	Responsibilities	Justification of task	Gain 200 followers	13/05/23	01/04/23-13/05/23		Posting engaging content which targets the algorithm online.	For this task, I have to measure the growth of social media. This is a good way to measure growth overall.	Respond to 2+ comment per post	13/05/23	01/04/23-13/05/23		Post content which gains customer responses to begin with.	Responding to comments helps growth as users see an active account interacting with people.	Task to be Completed	Date to be completed by	Time allocated to task	Date completed	Responsibilities	Justification of task	Gain 200 followers	13/05/23	01/04/23-13/05/23		Posting engaging content which targets the algorithm online.	For this task, I have to measure the growth of social media. This is a good way to measure growth overall.	Respond to 3+ comment per post	13/05/23	01/04/23-13/05/23		Post content which gains customer responses to begin with.	Responding to comments helps growth as users see an active account interacting with people.
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<p>We have decided that we want to change the amount of humour content that we are posting online. Due to most clients seeing promotional content more online, while enjoying humour content more, it may be better to increase the amount of humour content which is posted.</p>																																					

	<p><b>Before changes:</b></p> <table border="1"> <thead> <tr> <th>Category</th><th>Description</th><th>Day</th><th>Date</th><th>Time</th><th>Justification</th></tr> </thead> <tbody> <tr> <td>Humour</td><td>Mainly humour based on Storelance or related to. If not, reposts of funny external content</td><td>Both</td><td>Wednesday</td><td>9am</td><td>Best time for Instagram</td></tr> </tbody> </table> <p><b>After changes:</b></p> <table border="1"> <thead> <tr> <th>Category</th><th>Description</th><th>Day</th><th>Date</th><th>Time</th><th>Justification</th></tr> </thead> <tbody> <tr> <td>Humour</td><td>Mainly humour based on Storelance or related to. If not, reposts of funny external content</td><td>Both</td><td>Wednesday &amp; Saturday</td><td>9am &amp; 3pm</td><td>Best time for Instagram</td></tr> </tbody> </table> <p>This will be more enjoyable for people online, and will make Storelance be different from the normal, corporate business accounts online.</p>	Category	Description	Day	Date	Time	Justification	Humour	Mainly humour based on Storelance or related to. If not, reposts of funny external content	Both	Wednesday	9am	Best time for Instagram	Category	Description	Day	Date	Time	Justification	Humour	Mainly humour based on Storelance or related to. If not, reposts of funny external content	Both	Wednesday & Saturday	9am & 3pm	Best time for Instagram
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Developing online communities	After sending surveys based around potential customers, the age range for the online community we are aiming for has been refined. A majority of the people who have been asked are between 18-40. While this is a higher age range than originally anticipated, we may change this later on if it needs to be.																								
Enforcing social media policies	<p>After sending the survey to potential customers, they have answered that they prefer when users act more forthcoming and human when operating a business account. Right now, in the social media policies it states that the account is to be used professionally and for business terms only.</p> <p><b>Before changes:</b></p> <p>How staff should behave</p> <p>Staff online should behave well and respect everyone and anyone online. When providing customer service or interactions with customers, they must be respectful and friendly, as this makes the social media account seem more human, as they can then be related to. When posting also, there should be no bias to any stance, whether this is political or not, as this may deflect any audiences which disagree.</p> <p><b>After changes: new content added</b></p> <p>Staff may behave less professional on the terms that it is still to help with business growth</p> <p>This change will help with gaining interactions and likes on posts due to the account seeming human, this is as customers may feel more comfortable around accounts which are more human.</p>																								

## Refining of ideas and solutions

Before changes						After changes					
Task to be Completed	Date to be completed by	Time allocated to task	Date completed	Responsibilities	Justification of task	Task to be Completed	Date to be completed by	Time allocated to task	Date completed	Responsibilities	Justification of task
Gain 100 followers	13/05/23	01/04/23-13/05/23		Posting engaging content which targets the algorithm online.	For this task, I have to measure the growth of social media. This is a good way to measure growth overall.	Gain 200 followers	13/05/23	01/04/23-13/05/23		Posting engaging content which targets the algorithm online.	For this task, I have to measure the growth of social media. This is a good way to measure growth overall.
Respond to 1+ comment per post	13/05/23	01/04/23-13/05/23		Post content which gains customer responses to begin with.	Responding to comments helps growth as users see an active account interacting with people.	Respond to 3+ comment per post	13/05/23	01/04/23-13/05/23		Post content which gains customer responses to begin with.	Responding to comments helps growth as users see an active account interacting with people.
Provide regular customer service	13/05/23	01/04/23-13/05/23		Checking comments regularly or social media messages.	Responding to comments helps growth as users see an active account interacting with people.	Provide regular customer service	13/05/23	01/04/23-13/05/23		Checking comments regularly or social media messages.	Responding to comments helps growth as users see an active account interacting with people.
Not missing a post day	13/05/23	01/04/23-13/05/23		Staying up to date with the posting schedule.	Missing a post day if stated may deter users as they might be waiting for news.	Not missing a post day	13/05/23	01/04/23-13/05/23		Staying up to date with the posting schedule.	Missing a post day if stated may deter users as they might be waiting for news.

Type of Content	Detail of content	Platform	Date Scheduled for Publication	Time Scheduled for Publication	Justification	Type of Content	Detail of content	Platform	Date Scheduled for Publication	Time Scheduled for Publication	Justification	
Information	News on Storelance	Both	Tuesday	11am	Best time for Facebook	Information	News on Storelance	Both	Tuesday	11am	Best time for Facebook	
Humour	Reposts of funny external content	Both	Wednesday	9am	Best time for Instagram	Humour	Mainly humour based on Storelance or related to. If not, reposts of funny external content	Both	Wednesday & Saturday	9am & 3pm	Best time for Instagram	
Promotional offers	Offers such as 50% off etc	Both	Friday	10am	Bad day for Instagram users, b good for facebook which has a higher user base	Promotional offers	Offers such as 50% off etc	Both	Friday	10am	Bad day for Instagram users, b good for facebook which has a higher user base	
The content which I am aiming to post will be a mix of informative and funny content. This will engage the target audience which Storelance is aiming for as most people in the 18-30 age range are interested in seeing funny content posted on business accounts.						The content which I am aiming to post will be a mix of informative and funny content. This will engage the target audience which Storelance is aiming for as most people in the 18-34 age range are interested in seeing funny content posted on business accounts.						
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## Agreeing and adjusting timescales

The timescales for my plan are refined well but there may be improvements needed. The Storelance owners suggested that I leave more time to creating posts and also edit the plan on the sidelines. This will give them a better idea on what to do when I give the account back to them.

## Section 3 - Planning Justification

### Client/Business Requirements

When making the client and business requirements, there were many sections that formed this. We made many planning decisions such as posting 4 times a week due to timescales, as well as noticing many limitations which may come into play when helping Storelance succeed online. Some limitations are due to the lack of workers at the store, which limits the amount of people who can help in the store while also

All of the planning decisions which the Storelance owners and I have made are based on the information which Peter Patel and Janice Street have given me through our communications. These decisions were originally planned by me and were refined later on by Janice and Peter after a series of meetings and emails.

All of these planning decisions were made to increase the growth of Storelance on social media. After gaining more information about Storelance from Janice and Peter, I was able to tailor the plan to be able to maximise the growth they have on social media, but also allow them to post content which they see fit to post.

This plan will suit the Storelance owners vision as a majority of the plan itself has been based from the information which I was originally given by Janice and Peter. This plan was

also refined through meetings, which will suit the client perfectly as they have been adding critical refinements to the plan.

The plan fulfils its purpose well due to the amount of effort which was put into making the plan as solid as possible. Its purpose is to provide information about Storelance and to promote any offers which they are promoting. Due to there being targets set by myself and refined by Peter and Janice, it is sure to meet the business objectives and requirements by the end of the timescale.

## Content planning and publishing

Many planning decisions were made to create a plan section for the content planning and publishing. I had to decide on which days of the week are the best and worst for posting on Facebook and Instagram. I also had to find the best and worst times of day to post on Facebook and Instagram. I then created a timetable for which I can use when posting content.

All planning decisions were made after looking at multiple websites and gathering information on the best and worst times to post. These decisions were then sent through Janice and Peter who then gave more refinements to the content publishing schedule.

These decisions were made for the same reasons as the client and business requirements. They were made to increase the growth of the social media accounts online. Using a strict schedule to adhere to online will maximise the efficiency of Storelance online.

The plan will suit the client as after the meetings which have been had, we have refined the schedule of content posting. This will also suit the client due to the fact that posting on these days which are classed as the best due to having the most active users at that time will maximise the social media account's growth.

This plan fulfils its purpose due to the fact that gaining an idea on the best times to post will ensure that all the posts which are uploaded are most always guaranteed to succeed. The purpose of this is to be able to post on days which the target audience will be active on, as this will help with growth massively.

## Developing online communities

When deciding on what planning decisions were made for the Storelance social media takeover, we had to consider many aspects of a target audience. In the end, we came with the decision that the target audience should be from ages 18-34 and any gender.

After looking at the client information I have been given and the meetings which we have had, I have seen that they sell a multitude of products, but mainly are trying to increase their advertisement of alcohol.

All of the following planning decisions were made to increase the growth of the business, since the owners of Storelance are trying to increase their advertisement of alcohol, increasing the age range for the target audience is a must. To begin with, the age range was originally 18-30, but it was changed due to the age range seeming too small.

The plan will suit the client due to them originally wanting the age range to be a higher range as they want to sell alcohol more. This will perfectly assist the clients Peter and Janice create the online community they are aiming for.

The purpose of this online community is to build up a group of people who are interested in the products and services Storelance sells. If we were to gain the wrong target audience, this would be detrimental to the business and could reduce sales.

## Enforcing social media policies

There were many planning decisions made during the time of creating social media policies. We decided that there is a limit of 1-2 hours of social media usage time per day, and that all social media managers are to act professionally unless it is fit to act casually online. All planning decisions were made after a survey which was given to potential customers online. In the end, all of the responses preferred if workers stayed more casual as this made them seem more human online.

These planning decisions were made to be able to keep people online safe inside and outside of the business. Using ethics and laws allow for non-biased content to be posted and to keep everyone respectful online.

This plan will suit the client as it ensures that all management of the social media account is monitored and checked to ensure that it is not being used for any purpose other than to increase the growth of Storelance and to post content online for the business.

The business requirements state that they need online social media policies to keep safety at its maximum, using a lot of social media policies which have been refined to ensure that Storelance runs smoothly online when it comes to posting content.

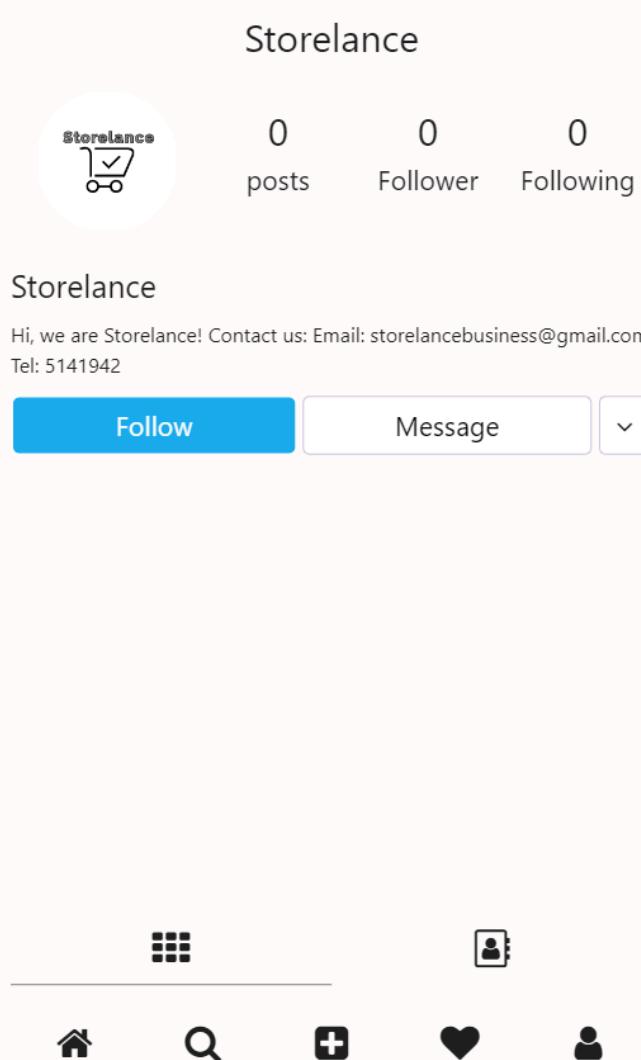
## Section 4 - Implementation

### Social Media Website 1 - Instagram

#### Account and profile creation

Sign-up, creation and administration of social media website business accounts	<p>I will be creating an Instagram business profile which is able to be taken more seriously as making it a business profile shows that you are a business taking Instagram seriously.</p>  <p>Sign up to see photos and videos from your friends.</p> <p><a href="#">Log in with Facebook</a></p> <p>OR</p> <p>Mobile number or email address storelancebusiness@gmail.com</p> <p>Full Name Storelance</p> <p>Username StorelanceBusiness</p> <p>Password *****</p> <p>People who use our service may have uploaded your contact information to Instagram. <a href="#">Learn more</a></p> <p>By signing up, you agree to our <a href="#">Terms</a>. Learn how we collect, use and share your data in our <a href="#">Privacy Policy</a> and how we use cookies and similar technology in our <a href="#">Cookies Policy</a>.</p> <p><a href="#">Next</a></p>
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Creation and set-up of a company profile



The image shows a screenshot of an Instagram profile for 'Storelance'. The profile picture is a small icon of a shopping cart with a checkmark. The username 'Storelance' is at the top. Below it, there are three metrics: '0 posts', '0 Follower', and '0 Following'. A blue 'Follow' button is followed by a 'Message' button and a dropdown arrow. The bio reads: 'Hi, we are Storelance! Contact us: Email: storelancebusiness@gmail.com Tel: 5141942'. At the bottom, there are five navigation icons: a grid, a person, a house, a magnifying glass, a plus sign, a heart, and a person.

I have included contact information in the bio of the account as this is an easy way for users to gain customer services. The account as of currently has 0 followers due to the account only just being made.

Customisation and configuration of the company profile:

- Privacy settings
- Colour schemes
- Images
- Text
- Other assets that follow branding guidelines

**Privacy Settings -**  
The account for storelance must be a public account, this is because if you have a private account, you will have to accept all follow requests and users wouldn't be able to see any posts from the Storelance account.

**Account privacy**

**Private account**

When your account is public, your profile and posts can be seen by anyone, on or off Instagram, even if they don't have an Instagram account.

When your account is private, only the followers that you approve can see what you share, including your photos or videos on hashtag and location pages, and your followers and following lists. [Learn more](#)

**Colour Schemes -**

For the logo, I have stuck with basic black and white, but I may make edits to this in the future to match the colour scheme which is in place for the instagram posts themselves.

## Storelance



### Images -

The images which I have used for the storelance page are simplistic and minimalistic which may not be the best choice for the Storelance pages online. If there is bad reception onlineli will be sure to change it and upgrade them to be able to match the colour scheme also.

## Storelance



### Text -

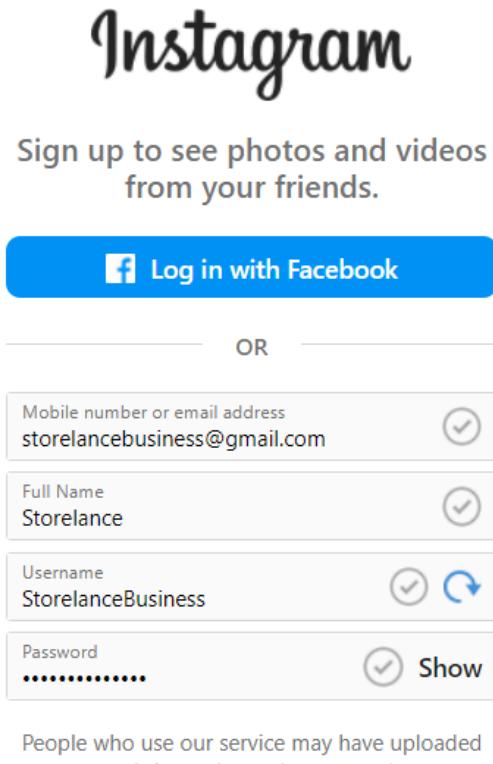
I have not included a large amount of text on the profile of the Storelance account as users prefer to hear information through posts more than the bio. I have also included contact information for easier access to customer service.

## Storelance

Hi, we are Storelance! Contact us: Email: [storelancebusiness@gmail.com](mailto:storelancebusiness@gmail.com)  
Tel: 5141942

### Other Assets -

When creating the account for Storelance, I made the account @

	<p>StorelanceBusiness, this means that it is easy to find as it is not a vague tag to find.</p>  <p>The image shows the Instagram sign-up screen. It features the Instagram logo at the top, followed by the text "Sign up to see photos and videos from your friends.". Below this are two sign-in options: "Log in with Facebook" and "OR". The main form consists of four input fields with validation icons: "Mobile number or email address" (storelancebusiness@gmail.com), "Full Name" (Storelance), "Username" (StorelanceBusiness), and "Password" (represented by a masked string). A "Next" button is located at the bottom right of the form area.</p>
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### Content and publication creation

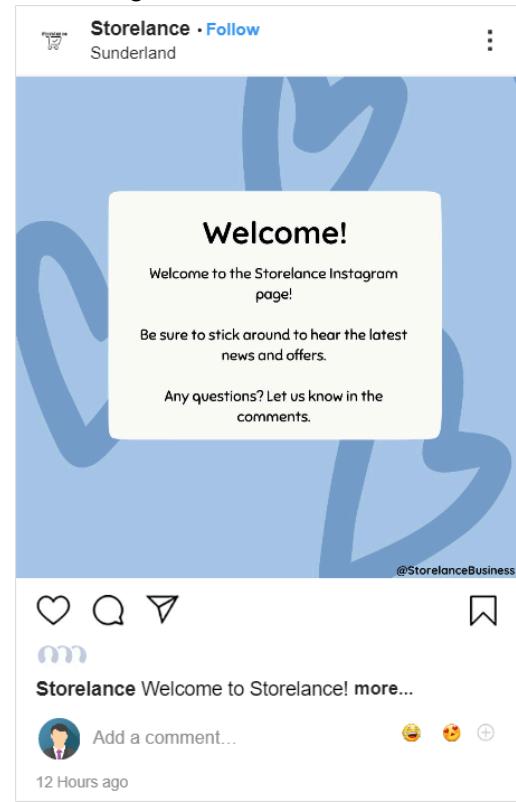
Content	
Post 1 - Welcome Post	<p>To start the process of uploading images onto Instagram, I used a welcome post which acts as a friendly way to show any users that the page is new.</p> <p>I used a light colour scheme and plain imagery which creates a subtle background which does not distract from the text on the post itself. However, I did not want to include too much text on the image as most users prefer</p>

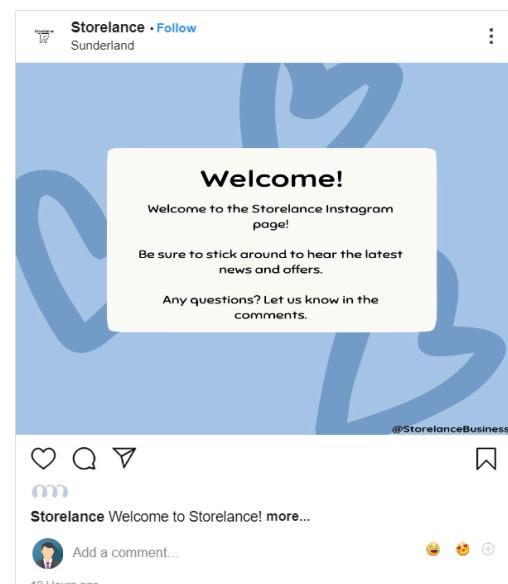
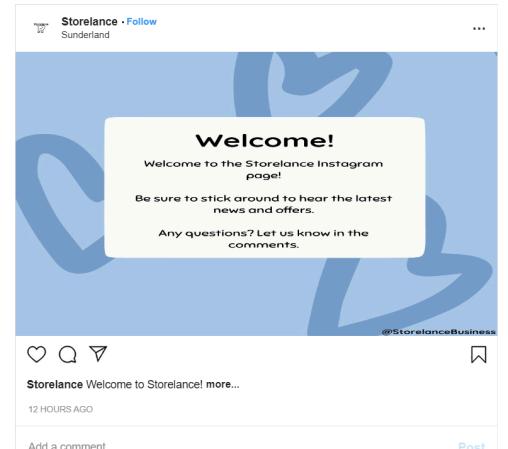
being told information through summaries or images.

I posted this on Instagram on a Tuesday at 11am as this time is good for user interaction for both Instagram and also Facebook, which is the other platform which I am using.

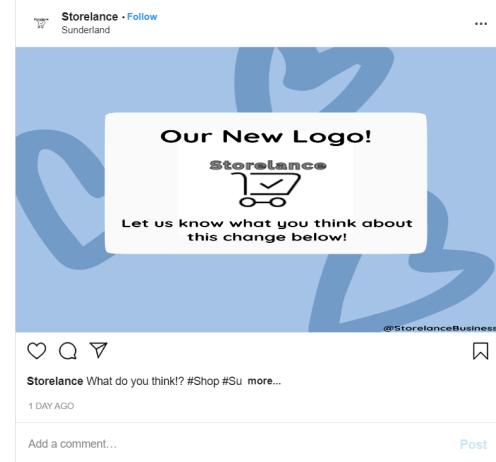
Below, there are three different images due to the different platforms which Instagram can be used on. There are integrations for Phone, Tablet and Computer.

I did not use any hashtags on this beginning post due it being a starter post, but if I were able to change this and refine it, I would add hashtags to increase reach to our target audience overall.



	 
Post 2 - Logo post	<p>As a second post, I decided to show the audience the new logo which Storelance will be using until a change is made.</p> <p>I used the same colour scheme from the other posts, as changing the colour scheme constantly would create a multitude of problems.</p> <p>I posted this on Instagram on a Wednesday at 9am as this is the time which gives a high amount of interactions on both Instagram and Facebook.</p> <p>Below, are integrations of how the image would be posted on Phone, Tablet and Computer, which helps all users as they are all able to be read clearly on all platforms.</p> <p>I used two hashtags on this post; #Shop and #Sunderland, this means the post will</p>

show on many pages if the user searches either of these keywords. Preferably, I would add more hashtags, but I will be sure to add many more later on.



Post 3 - Promotional Offers	<p>As a third post, I decided to post an image which shows new offers which are being brought to storelance.</p> <p>I carried on using the same colour scheme which I have used throughout the whole project as this keeps everything which is being posted consistent and does not affect the overall view of the account's posts.</p> <p>I posted this image on instagram on a Friday at 10am, in the usual rota of posts on instagram, I will post 2 days worth of humour images, however, this is the first week, and it would be better to give some baseline information before heading into the usual posting schedule.</p> <p>Below are more integrations of how the posts online are viewed on Tablets, Phones and Computers. This does not affect the actual posts' content in any way.</p> <p>When creating the caption, I used a caption which acts as a question to engage interactions from customers online. I also used the #Shop and #Offers as this is a broad hashtag which many users view.</p>

 Storelance  
Sunderland

### New Offers!

**Confectionary:**  
Starbursts: 3 packs for £1.50  
Galaxy Caramel: BOGOF

**Groceries:**  
Heinz Beans: 2 for £1  
Fresh Juice 1L: 2 for £1.50

@StorelanceBusiness



...

Storelance How tempting are these #Shop more...

1 DAY AGO

Add a comment...

Post

 Storelance  
Sunderland

### New Offers!

**Confectionary:**  
Starbursts: 3 packs for £1.50  
Galaxy Caramel: BOGOF

**Groceries:**  
Heinz Beans: 2 for £1  
Fresh Juice 1L: 2 for £1.50

@StorelanceBusiness



...

Storelance How tempting are these #Shop more...

 Add a comment...

😂 😊 🎉

1 Day Ago

Post 4 - Humour	<p>For the last post in this week, I decided to re-post a humorous image which I believed that the target audience which I am trying to attract will like</p> <p>The colour scheme for this post does not match the rest due to it being a repost, maybe in the future when I repost images which are non copyrighted I will add a border around the edge of the image which is the same colour as all of the other posts.</p> <p>I posted this on a Saturday at 3pm due to this time being a universal time where people nationally are active on the given social media sites Instagram and Facebook.</p> <p>Below are three integrations of how the posts will be viewed on different devices, Phones, Tablets and Computers.</p> <p>I used three different hashtags on this post as this is the post which I believe will get the most interactions online. The hashtags</p>

were: #Funny, #Shop and #Relatable.



...  
Storelance I am always doing this #Funny # more...

1 DAY AGO

Add a comment...

Po

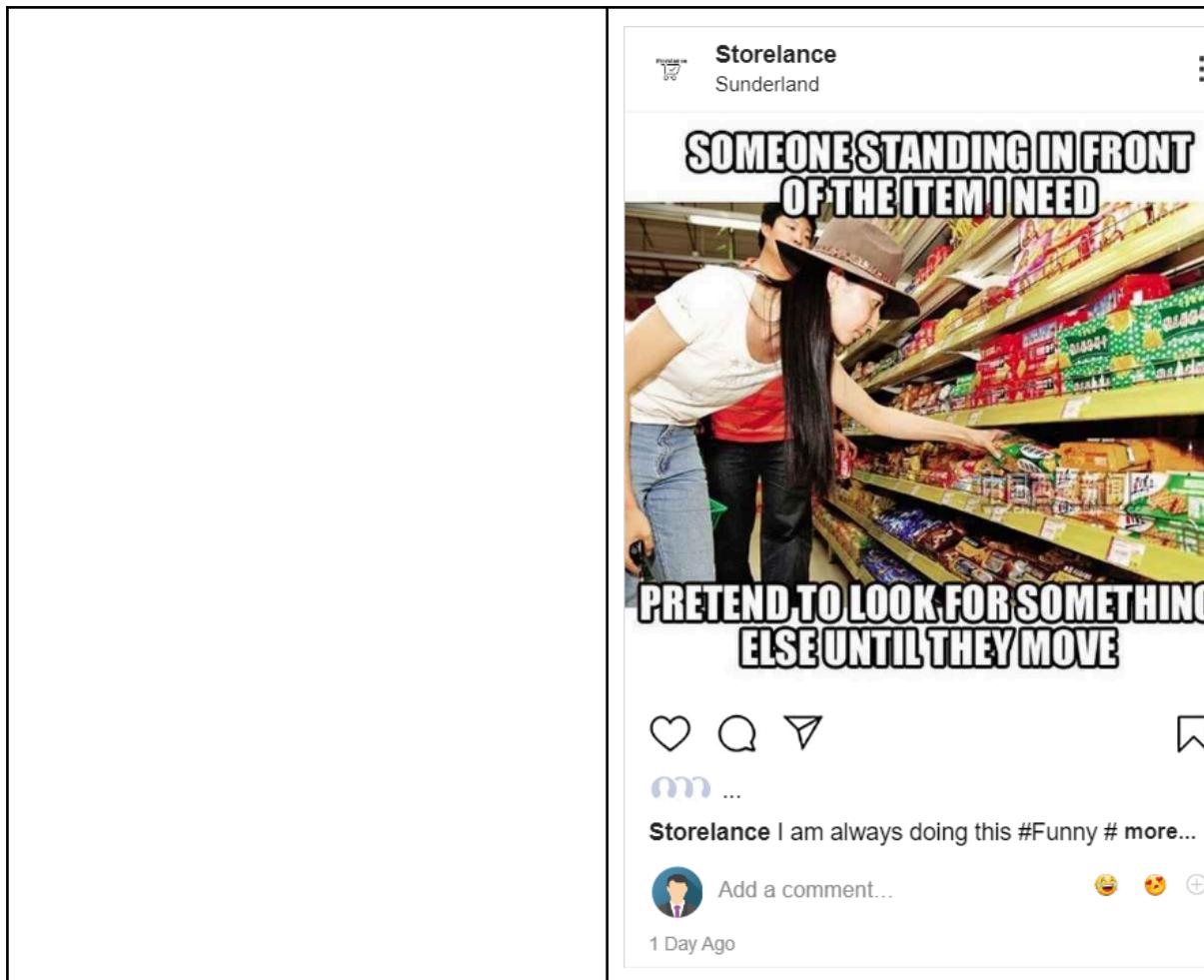


...  
Storelance I am always doing this #Funny # more...

Add a comment...

😊 😊 😊

1 Day Ago



## Social Media Website 2 - Facebook

### Account and profile creation

Sign-up, creation and administration of social media website business accounts	When making the account, I made it under the name of Storelance so it is easier to find it. I used the birthday of Janice Street and gender but this should have no effect on the way in which I am able to use Facebook.
--	---

## Create a new account

It's quick and easy.

Storelance

Business

storelancebusiness@gmail.com

storelancebusiness@gmail.com

.....

Date of birth ?

23

May

1986

Gender ?

Female



Male



Custom



People who use our service may have uploaded your contact information to Facebook. [Learn more](#).

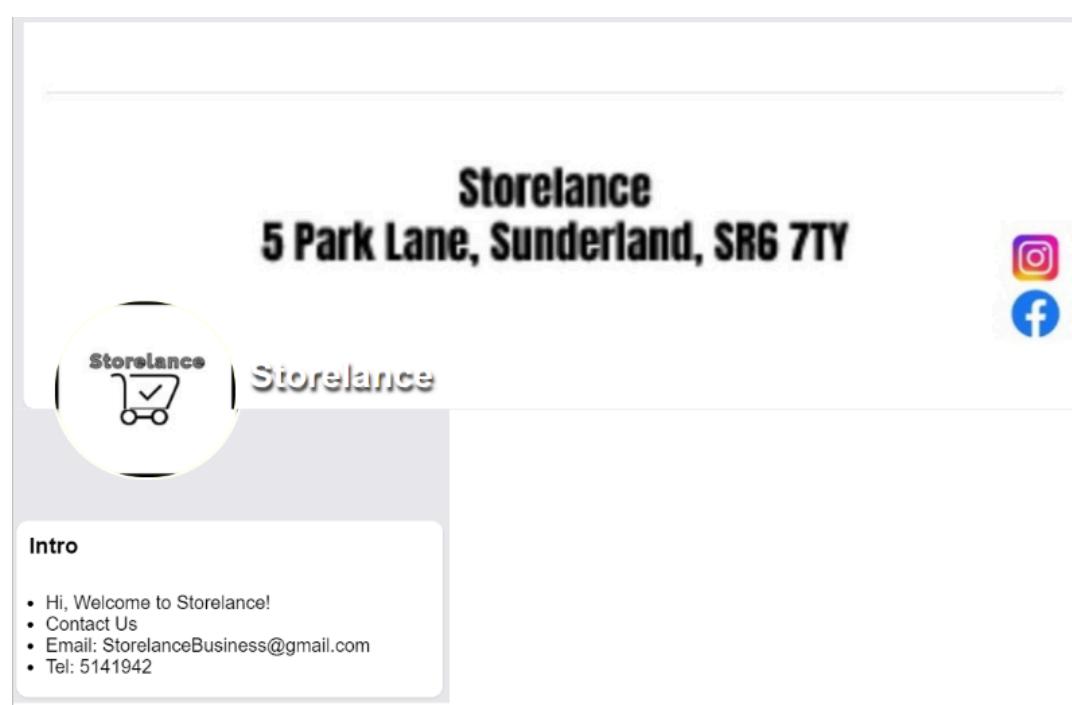
By clicking Sign Up, you agree to our [Terms](#). Learn how we collect, use and share your data in our [Privacy Policy](#) and how we use cookies and similar technology in our [Cookies Policy](#). You may receive SMS notifications from us and can opt out at any time.

**Sign Up**

[Already have an account?](#)

Creation and set-up of a company profile

The profile which I have made, is simplistic and does not have much colour to it. I may want to change this later on to match the colour schemes and make the account seem more official, professional and presentable.

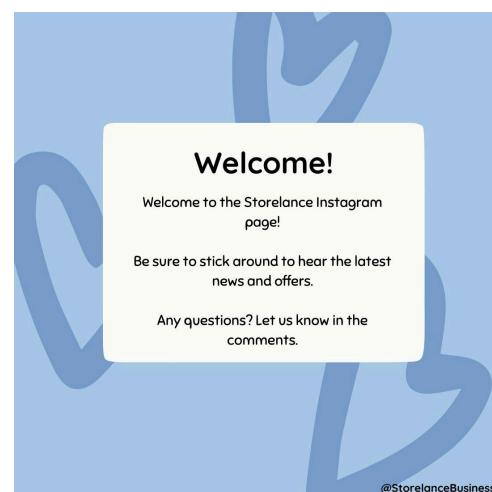


<p>Customisation and configuration of the company profile:</p> <ul style="list-style-type: none"> <li>• Privacy settings</li> <li>• Colour schemes</li> <li>• Images</li> <li>• Text</li> <li>• Other assets that follow branding guidelines</li> </ul>	<p><b>Privacy Settings -</b> I have made my privacy settings majorly set onto public settings, this allows for any users to be able to access the Storelance posts online. If this was set on private or friends, only they would be able to see it and growth would be stumped due to this.</p> <table border="1"> <tbody> <tr> <td>How people can find and contact you</td><td>Who can send you friend requests?</td><td>Everyone</td><td>Edit</td></tr> <tr> <td></td><td>Who can see your friends list?</td><td>Public</td><td>Edit</td></tr> <tr> <td></td><td>Who can look you up using the email address you provided?</td><td>Everyone</td><td>Edit</td></tr> <tr> <td></td><td>Who can look you up using the phone number you provided?</td><td>Everyone</td><td>Edit</td></tr> <tr> <td></td><td>Do you want search engines outside Facebook to link to your profile?</td><td>Yes</td><td>Edit</td></tr> <tr> <td>How you get message requests</td><td colspan="3" rowspan="2">Decide whether message requests go to your Chats list, your "Message requests" folder or whether to receive them at all.</td></tr> <tr> <td colspan="4"><b>Potential connections</b></td></tr> <tr> <td></td><td>Friends of friends on Facebook</td><td>Message requests</td><td>Edit</td></tr> <tr> <td colspan="4"><b>Other people</b></td></tr> <tr> <td></td><td>Others on Facebook</td><td>Message requests</td><td>Edit</td></tr> <tr> <td>Your activity</td><td>Who can see your future posts?</td><td>Everyone</td><td>Edit</td></tr> <tr> <td></td><td>Review all your posts and things you're tagged in</td><td colspan="2">Use Activity Log</td></tr> <tr> <td></td><td>Limit the audience for posts you've shared with friends of friends or Public?</td><td colspan="2">Limit Past Posts</td></tr> <tr> <td></td><td>Add Public as an audience option for posts, stories and reels?</td><td colspan="2">Edit</td></tr> <tr> <td></td><td>Who can see the people, Pages and lists you follow?</td><td>Public</td><td>Edit</td></tr> </tbody> </table>	How people can find and contact you	Who can send you friend requests?	Everyone	Edit		Who can see your friends list?	Public	Edit		Who can look you up using the email address you provided?	Everyone	Edit		Who can look you up using the phone number you provided?	Everyone	Edit		Do you want search engines outside Facebook to link to your profile?	Yes	Edit	How you get message requests	Decide whether message requests go to your Chats list, your "Message requests" folder or whether to receive them at all.			<b>Potential connections</b>					Friends of friends on Facebook	Message requests	Edit	<b>Other people</b>					Others on Facebook	Message requests	Edit	Your activity	Who can see your future posts?	Everyone	Edit		Review all your posts and things you're tagged in	Use Activity Log			Limit the audience for posts you've shared with friends of friends or Public?	Limit Past Posts			Add Public as an audience option for posts, stories and reels?	Edit			Who can see the people, Pages and lists you follow?	Public	Edit
How people can find and contact you	Who can send you friend requests?	Everyone	Edit																																																										
	Who can see your friends list?	Public	Edit																																																										
	Who can look you up using the email address you provided?	Everyone	Edit																																																										
	Who can look you up using the phone number you provided?	Everyone	Edit																																																										
	Do you want search engines outside Facebook to link to your profile?	Yes	Edit																																																										
How you get message requests	Decide whether message requests go to your Chats list, your "Message requests" folder or whether to receive them at all.																																																												
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Your activity	Who can see your future posts?	Everyone	Edit																																																										
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	Add Public as an audience option for posts, stories and reels?	Edit																																																											
	Who can see the people, Pages and lists you follow?	Public	Edit																																																										

Colour Schemes -

The colour schemes which I am using for Facebook is the same as the colour schemes which I am using for Instagram, this not only makes it easier to produce content to be posted online, but also keeps an organised theme across both social media platforms which are being used.

## Storelance



Images -

The images which I have used on Facebook may need to be upgraded later on as they do not match the rest of the content uploaded online. The logo is also not a very high quality and even though this is not a big issue, it may make the account seem like it didn't have effort put into making it.

## Storelance



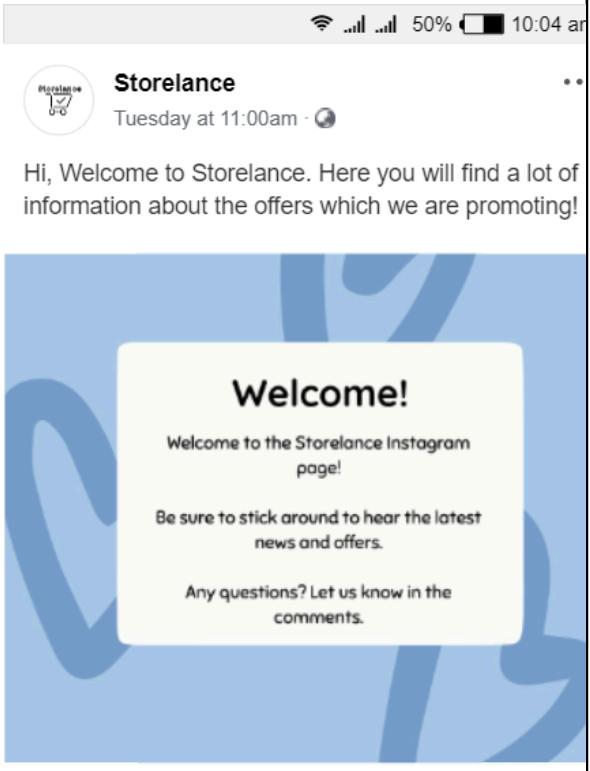
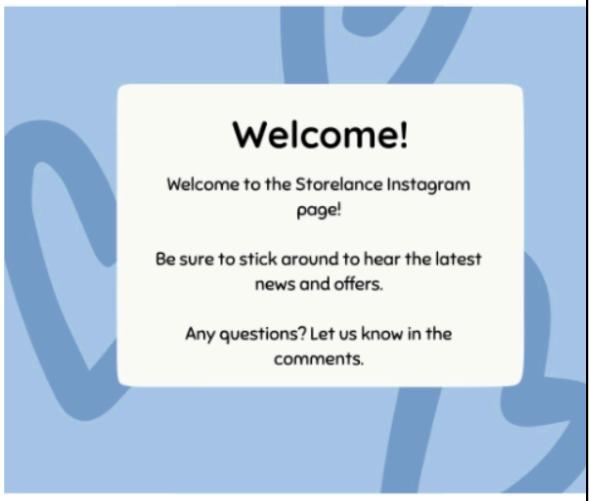
Text -

The text which I have used on Facebook is no different from the text which I have used on the Instagram site. This is so there is no bias towards a given social media website. I did not put any more or any less content on either site due to this.

	<p><b>Intro</b></p> <ul style="list-style-type: none"> <li>• Hi, Welcome to Storelance!</li> <li>• Contact Us</li> <li>• Email: StorelanceBusiness@gmail.com</li> <li>• Tel: 5141942</li> </ul>
	<p><b>Other Assets -</b></p> <p>When creating the account, I used the tag @StorelanceBusiness, This means that if any user searches the name of Storelance or the word Business, our account has a chance to show up. This may increase reach online but is not very likely</p>

### Content and publication creation

Content	
Post 1 - Welcome Post	<p>As a first post on Facebook, I decided to keep the content the same throughout both social media platforms I am using. This is why I decided to post the welcome post again. In the future, I may change the content which I post on each site, but for now the content will be the same.</p> <p>I am sticking with the same colour scheme which I have been using to post all images on the storelance account. This keeps all content consistent and clean.</p> <p>I am posting this image on a Tuesday at 11am, this is a consistent time with Instagram also, meaning both posts on Instagram and Facebook will be posted at the same time.</p> <p>Below are two integrations of how Facebook will be viewed on Phone and Computer.</p> <p>I used multiple hashtags to increase the reach of my posts on the given website.</p>

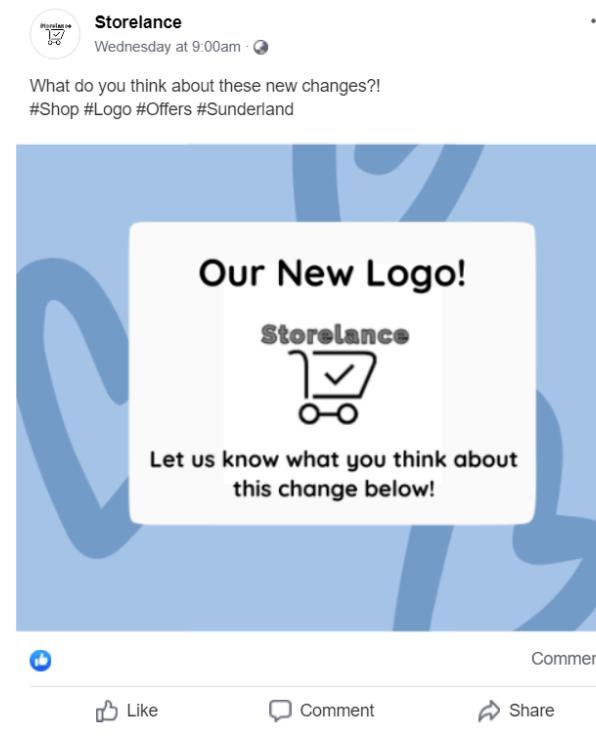
	 <p>Storelance</p> <p>Tuesday at 11:00am · 0</p> <p>Hi, Welcome to Storelance. Here you will find a lot of information about the offers which we are promoting!</p> <p><b>Welcome!</b></p> <p>Welcome to the Storelance Instagram page!</p> <p>Be sure to stick around to hear the latest news and offers.</p> <p>Any questions? Let us know in the comments.</p> <p>Comment</p> <p>Like Comment Share</p>
Post 2 - New Logo	 <p>Storelance</p> <p>Tuesday at 11:00am · 0</p> <p>Hi, Welcome to Storelance. Here you will find a lot of information about the offers which we are promoting!</p> <p><b>Welcome!</b></p> <p>Welcome to the Storelance Instagram page!</p> <p>Be sure to stick around to hear the latest news and offers.</p> <p>Any questions? Let us know in the comments.</p> <p>Comment</p> <p>Like Comment Share</p>

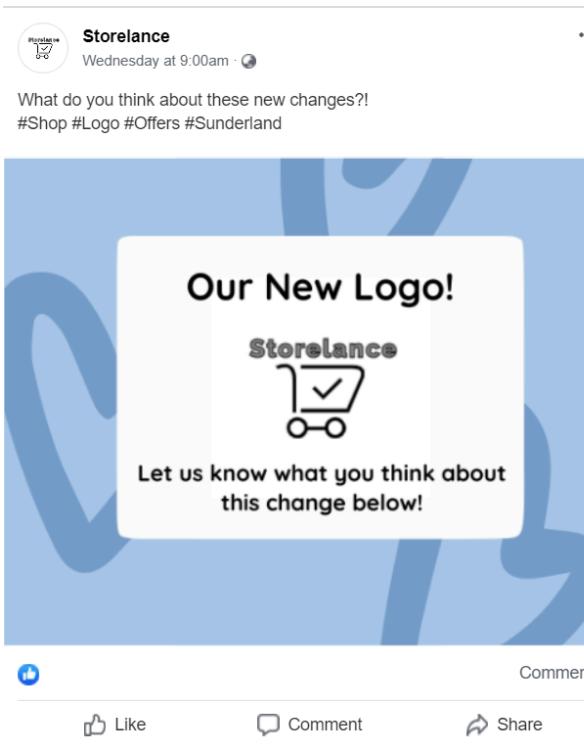
The colour scheme is the same as always, being a subtle blue colour which does not take away from the main content on the page.

I posted this on facebook on a Wednesday at 9:00am, this is a time which works well for both Instagram and Facebook, which makes content posting easier overall.

Below are two integrations of how Facebook will be viewed on Phone and Computer.

The use of hashtags is very scarce, but I aim to change this to refine my posts to make them better. I used a variety of hashtags to put our Storelance page in multiple different areas of Facebook.



	 <p>A Facebook post from the page "Storelance". The post features a blue profile picture with a white shopping cart icon. The post text reads: "What do you think about these new changes?! #Shop #Logo #Offers #Sunderland". Below the text is a large white box containing the heading "Our New Logo!" in bold black font, followed by the "Storelance" logo (a shopping cart with a checkmark) and the text "Let us know what you think about this change below!". At the bottom of the post are standard Facebook interaction buttons: "Like", "Comment", and "Share".</p>
Post 3 - Promotional Offers	<p>For my third post on Facebook, I used promotional techniques to show new offers which Storelance are promoting. This will share the offers to a wider audience.</p> <p>The colour scheme I have used is not different to the other posts, as this would make the profile seem inconsistent and unorganised. Keeping the same colour scheme helps the account look more professional.</p> <p>I posted this photo on a Friday at 10am as this is a perfect time to gain lots of interactions from users on both Facebook and Instagram</p> <p>Below are two integrations of how Facebook will be viewed on Phone and Computer.</p> <p>I used two hashtags, #Shop and #Offers, these two hashtags are linked to Storelance, as using hashtags which are not relevant isn't very ethical. These hashtags are going to make sure that the post appear</p>

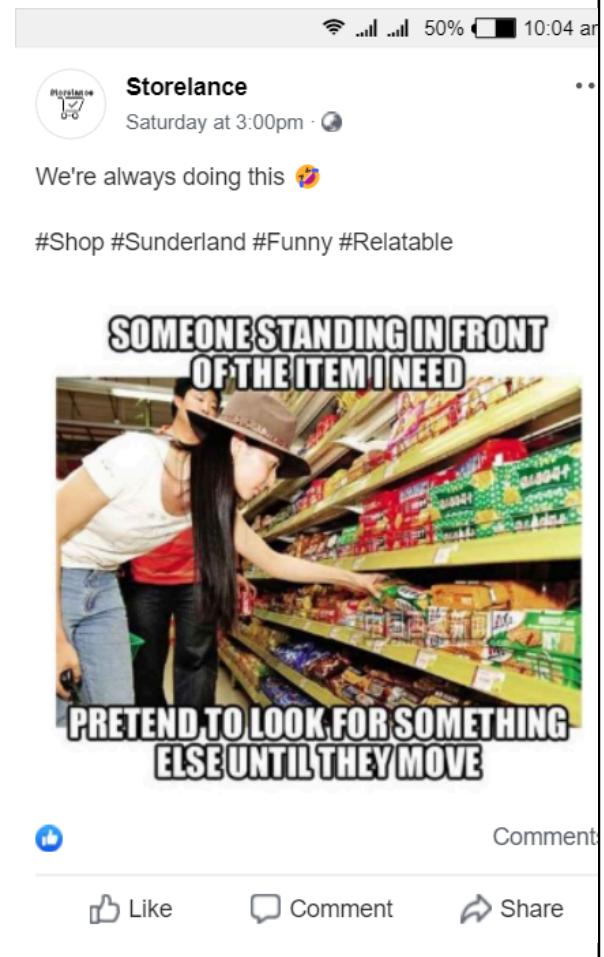
	<p> <b>Storelance</b> Friday at 10:00am · 0</p> <p>Look at all these new offers! Head over to Storelance to get your hands on these deals. #Shop #Offers</p>  <p>New Offers!  <b>Confectionary:</b>      Starbursts: 3 packs for £1.50      Galaxy Caramel: BOGOF  <b>Groceries:</b>      Heinz Beans: 2 for £1      Fresh Juice 1L: 2 for £1.50</p> <p> Like    Comment    Share</p> <hr/> <p> <b>Storelance</b> Friday at 10:00am · 0</p> <p>Look at all these new offers! Head over to Storelance to get your hands on these deals. #Shop #Offers</p>  <p>New Offers!  <b>Confectionary:</b>      Starbursts: 3 packs for £1.50      Galaxy Caramel: BOGOF  <b>Groceries:</b>      Heinz Beans: 2 for £1      Fresh Juice 1L: 2 for £1.50</p> <p> Like    Comment   </p>
Post 4 - Humour Post	<p>For my last post on Facebook this week, I used a humour post, this is the same post I used on Instagram, and until I have more analytics I will not be able to see if I should change this and post separate humour posts on each platform.</p>

The colour scheme is different in this post, I could add a border around the outside in the same colour tone which I use normally, and this may provide a subtle aspect and seem more consistent and neat.

I posted this humour on a Saturday at 3pm, this is a later time than other posts in a week. However, according to the research carried out beforehand it is a good time to post.

Below are two integrations of how Facebook will be viewed on Phone and Computer.

I used 4 hashtags on this post on Facebook to gain a larger amount of interactions, if this post is the first post many people see on Facebook for Storelance, then they are more likely to stick around and follow.



 Storelance  
Saturday at 3:00pm · 1

We're always doing this 🤣

#Shop #Sunderland #Funny #Relatable

**SOMEONE STANDING IN FRONT  
OF THE ITEM I NEED**



**PRETEND TO LOOK FOR SOMETHING  
ELSE UNTIL THEY MOVE**



Like

Comment

Comment

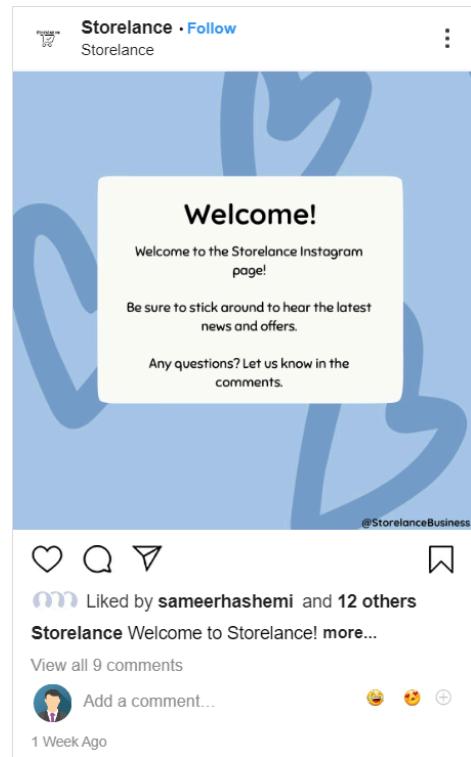
Share

# Section 5 - Review and Optimisation

## Data gathering and analysis

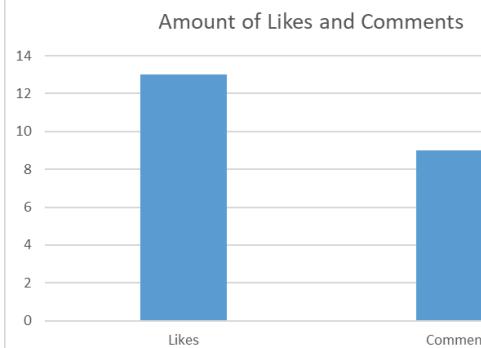
### Post 1 - Welcome Post

#### Post

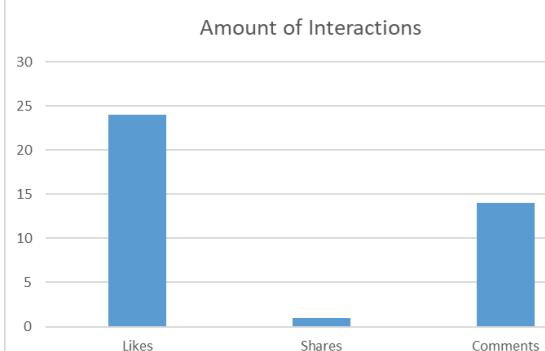


#### Analytics

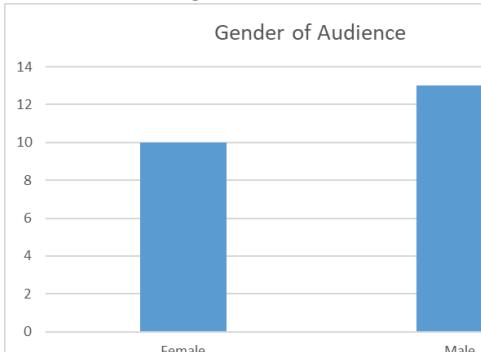
##### Likes - Instagram



##### Likes - Facebook



##### Gender - Instagram



##### Gender - Facebook

**Storelance**  
Tuesday at 11:00am · 50% · 10:04 am

Hi, Welcome to Storelance. Here you will find a lot of information about the offers we are promoting.

**Welcome!**

Welcome to the Storelance Instagram page!

Be sure to stick around to hear the latest news and offers.

Any questions? Let us know in the comments.

John Doe and 23 Others · 14 Comments

**Like** **Comment** **Share**

### Gender of Audience

Gender	Percentage
Female	~15%
Male	~35%

### Age - Instagram

Age Group	Percentage
10-20	~5%
21-30	~8%
31-40	~7%
41-50	~3%
51-60	~1%
61-70	~0%
71-80	~0%
81 and Over	~0%

### Age - Facebook

Age Group	Percentage
10-20	~9%
21-30	~12%
31-40	~7%
41-50	~8%
51-60	~2%
61-70	~1%
71-80	~0%
81 and Over	~0%

## Feedback

Here is a list of some comments:

'Can't wait to see more'

'Definitely will visit here soon!'

For Instagram, the analytics were: 13 Likes and 9 Comments totalling at 22 interactions overall, 10 of these users which interacted were female, while 12 of the users were male. The age group on Instagram which interacted with the post the most is the 21-30 age range. This is the range which I was aiming for originally. This matches well compared to the plan which I originally made. However, the amount of likes and comments were lacking unfortunately.

The post did not work very well when it came to prompting interactions from users online, this is because I did not add a question or anything which customers could reply to.

There was an overall positive response from users on the Storelance pages on Instagram and Facebook. The profile audience matched the target audience which means I will not need to focus on this aspect when optimising my posts.

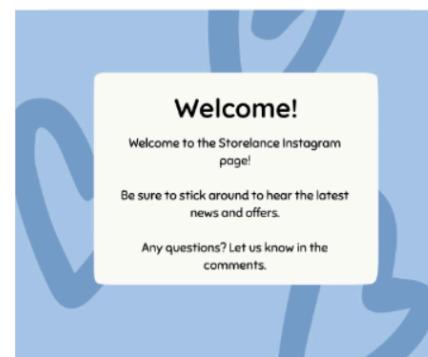
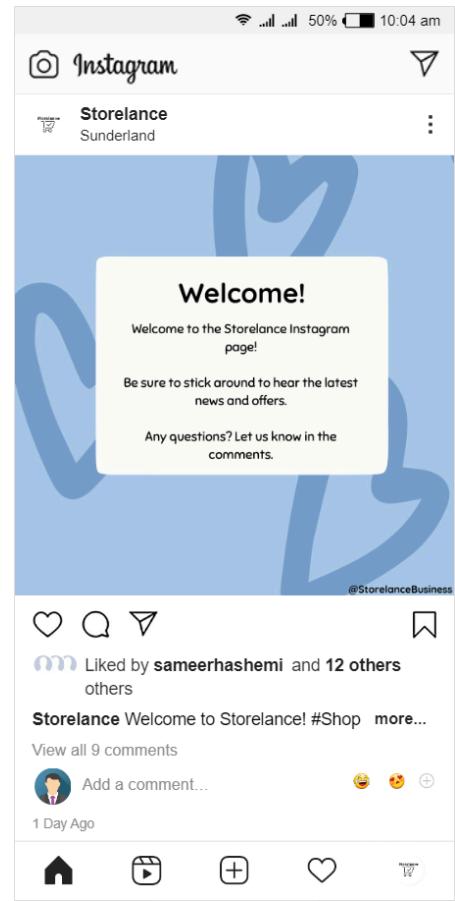
### Before Optimisation

There is an uneven split between genders and there is also a lack of interactions overall. To change this, I will try and aim some content towards the female gender periodically which will include them and bring the analytics to approximately 50/50. To also increase the lack of interactions I aim on adding more hashtags to increase the reach which Storelance has online.

### After Optimisation

I included a larger variety of hashtags in my post to increase the amount of users which will see my posts on Instagram and Facebook.

The hashtags were: #Shop #Store #Sunderland #Offers



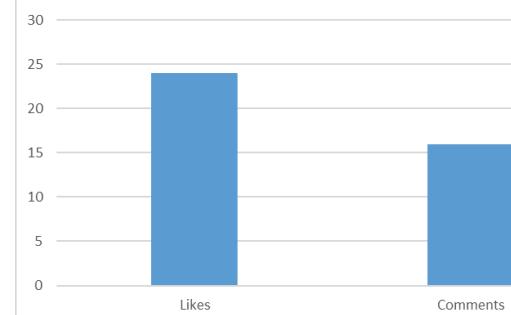
## Post 2 - Logo Post

### Post



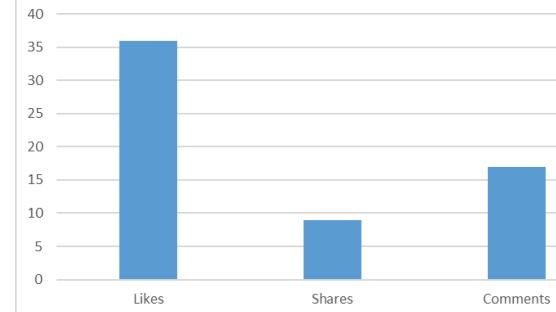
### Analytics Interactions - Instagram

Amount of Interactions



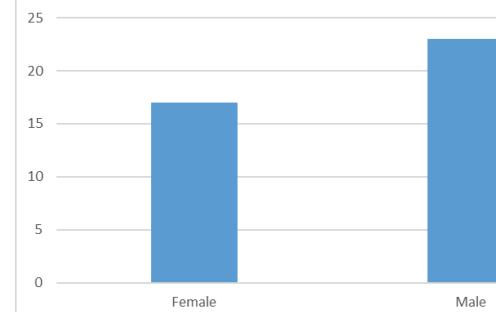
### Interactions - Facebook

Amount of Interactions



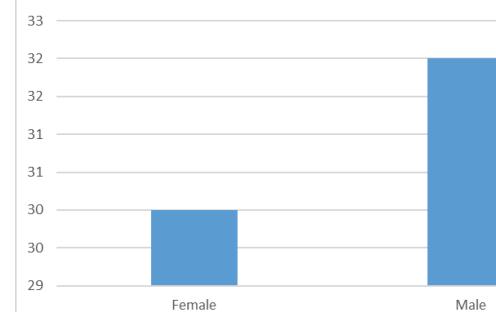
### Gender - Instagram

Gender of Audience



### Gender - Facebook

Gender of Audience



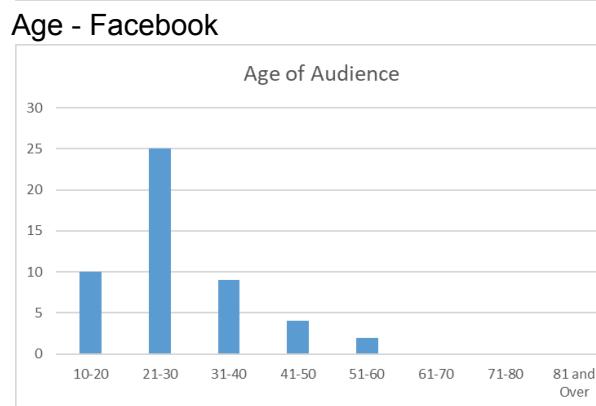
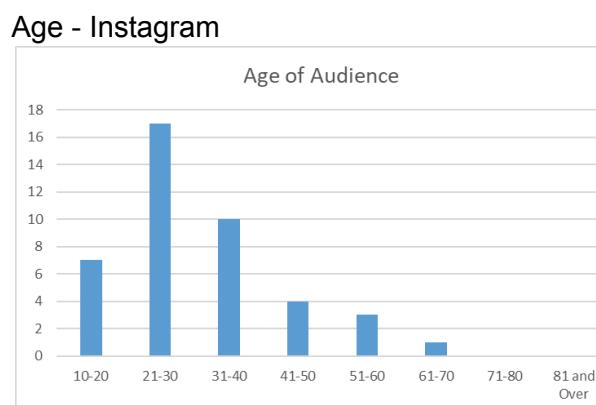
•••oo vodafone 10:04 AM 50%

**Storelance**

What do you think about these new changes?!  
#Shop #Logo #Sunderland #Offers

John Doe and 35 Others 17 Comment

Like Comment Share



## Feedback

Some comments on the post were:

'Could be better'

'Ooooh looks nice and simple'

'That's a keeper'

For Instagram the analytics were: 24 Likes, 16 Comments totalling to 40 interactions in total. 23 of these users were male and 17 were female. On Facebook, there were 36 Likes, 17 Comments and 8 Shares totalling in 61 interactions.

The age range was closer to the age of the audience we are trying to target which helps Storelance promote their products well. This matches my original planning which means I will not have to refine this at all to gain a different audience towards this post.

There was an overall positive response towards the logo change, but there was a negative comment which stated that it could be better, due to the comments not being overwhelmingly negative, I have decided not to make any changes to the logo itself.

## Before optimisation

Some improvements are needed to maximise the effectiveness of this post. The gender difference on this post is approximately 50/50 and the age groups are exactly what is needed for the Storelance page.

The only thing which is lacking is the total interactions, and adding more hashtags should aim to improve this.

## After Optimisation

As I did with the first post, I added more hashtags to the caption of the post. This should hopefully optimise and maximise the amount of interactions I get on the page without including unrelated hashtags.

 Storelance

## Our New Logo!



Let us know what you think about  
this change below!

@StorelanceBusiness



 Liked by **sameerhashemi** and **23 others**  
others

**Storelance** What do you think? #Shop #Su [more...](#)

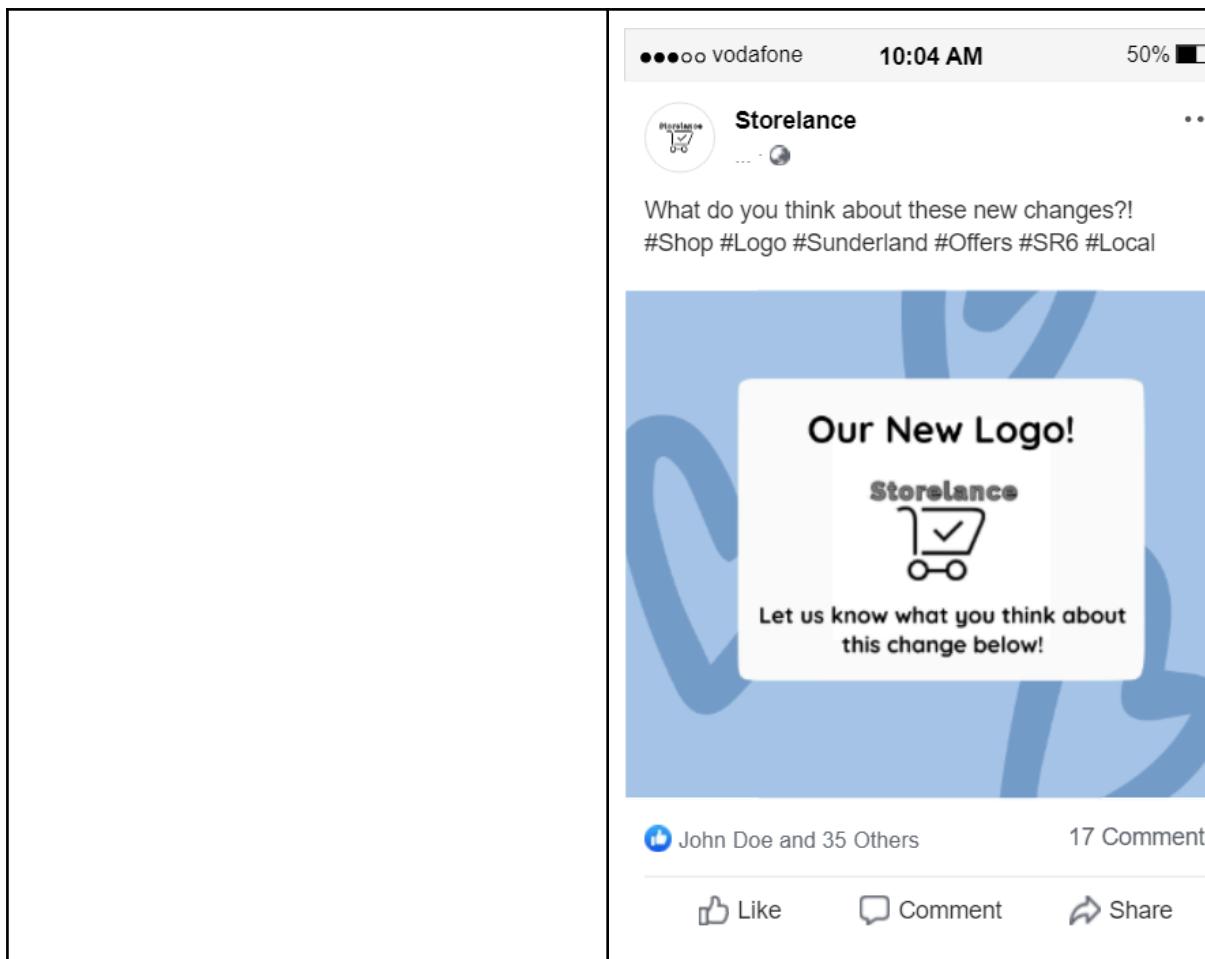
[View all 16 comments](#)



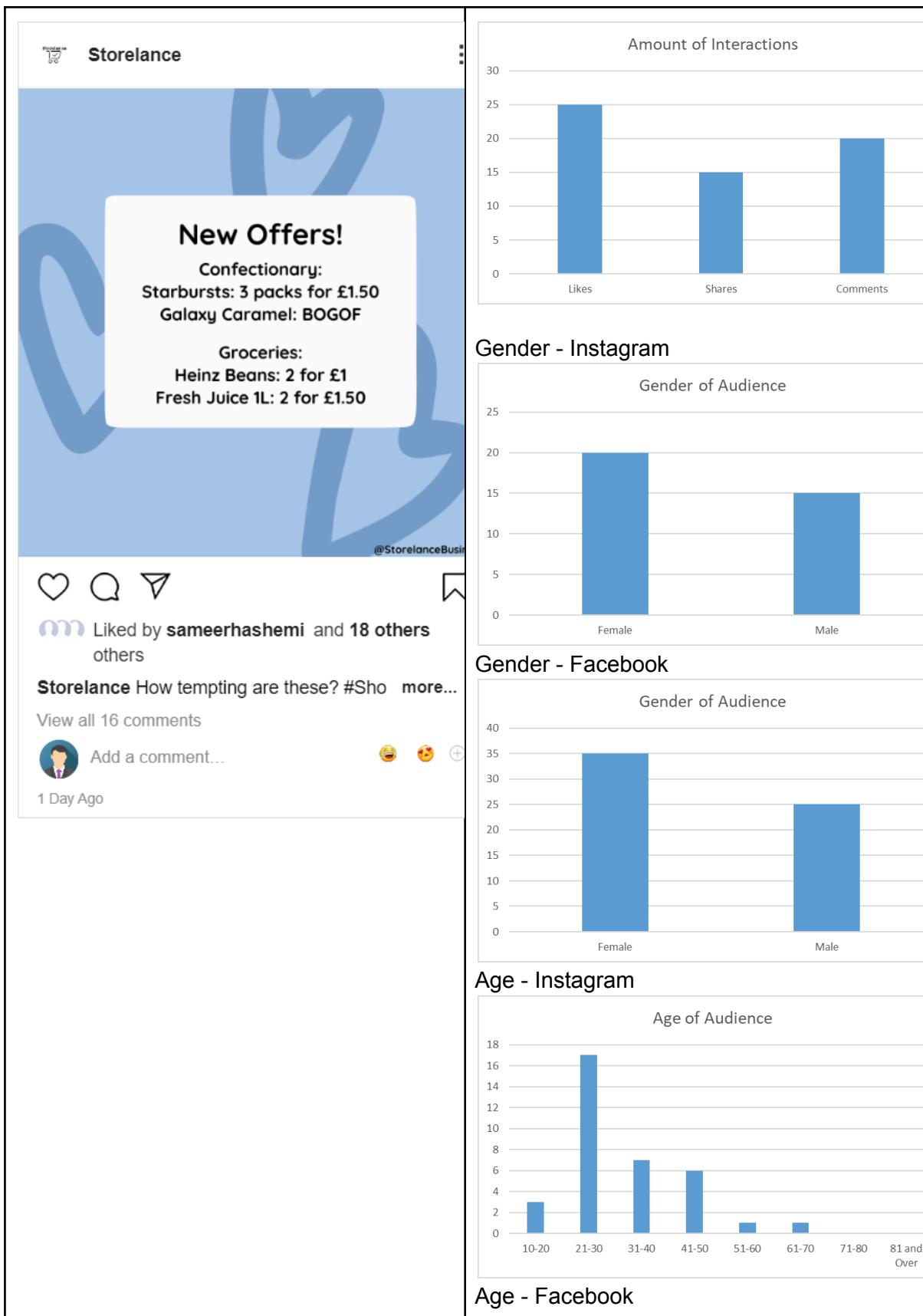
Add a comment...



1 Week Ago



Post 3 - Promotional Post							
Post	<p><b>Analytics</b> Interactions - Instagram</p> <p>Amount of Interactions</p> <table border="1"><thead><tr><th>Interaction Type</th><th>Amount</th></tr></thead><tbody><tr><td>Likes</td><td>19</td></tr><tr><td>Comments</td><td>16</td></tr></tbody></table> <p>Interactions - Facebook</p>	Interaction Type	Amount	Likes	19	Comments	16
Interaction Type	Amount						
Likes	19						
Comments	16						



Age Group	Count
10-20	5
21-30	15
31-40	25
41-50	10
51-60	3
61-70	1
71-80	1
81 and Over	0

## Feedback

Some comments for this post include:

'Wow! I've never seen such good deals before'

'Not interested.'

'Love this!'

On Instagram, the analytics were: 19 Likes and 16 Comments, totalling at 35 interactions overall. On Facebook, the analytics were: 25 Likes, 15 Shares and 10 Comments, totalling at 60 interactions. The age range of the profile audience was higher than the audience on the previous posts, with most users being in the 31-40 age range, as there was no mention of anything which would raise this age range, this is a surprising outcome. However, since the target audience we are going for is from 18-34, this still fits in with my original planning fortunately. There was not many negative comments on the post, but most negative comments are from people who are not interested in the deals Storelance are offering which cannot be helped.

### Before optimisation

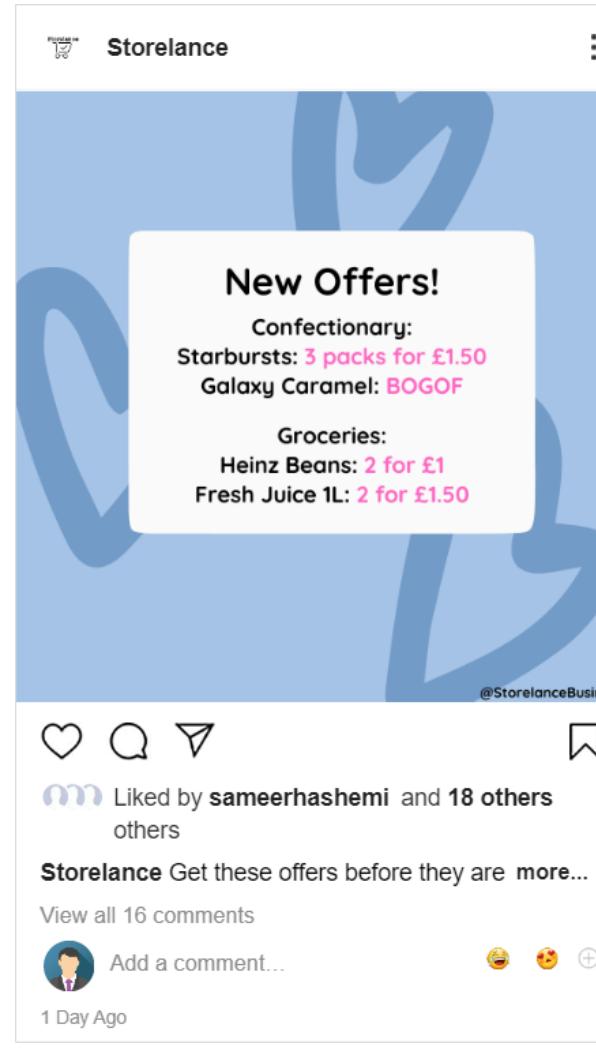
To make this post better, I may need to change the captions on the given social media websites and add more hashtags for reach. If I wanted to make these posts better, I could change the font colours of the offers to make them stand out and users will see them easier, I will use a colour which is not too aggressive on the eyes to

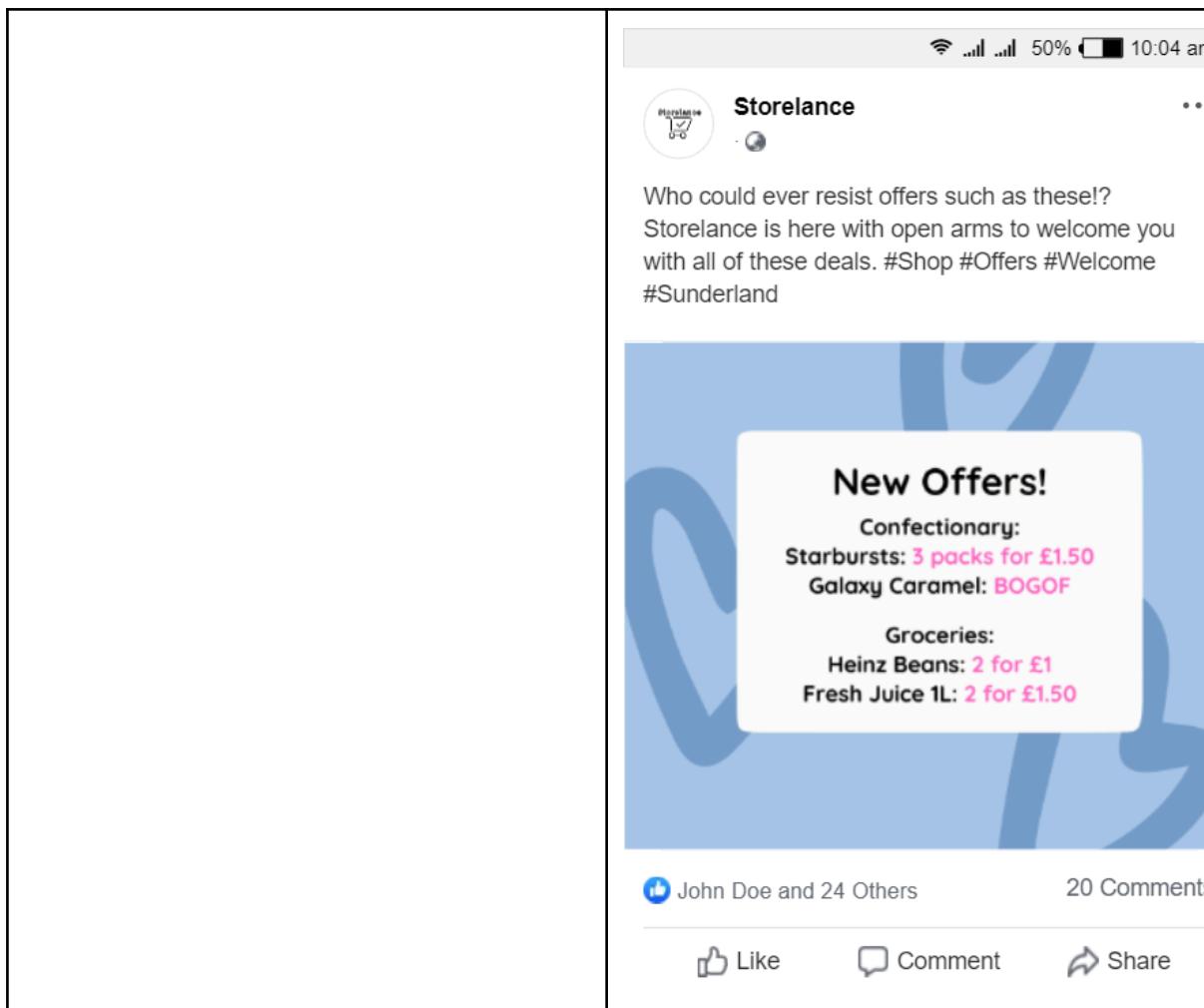
### After Optimisation

The optimisation seen below will help this post gain a lot more interactions and views online. The captions are more assertive, and due to the Instagram caption saying "Before they are GONE" this will make customers hurry up when it comes to getting their offers. I made the colours of the offers pink, which

allow storelance to seem more friendly to users.

contrasts from the background colour of blue, this makes the colours stand out more compared to any other colours on the screen.

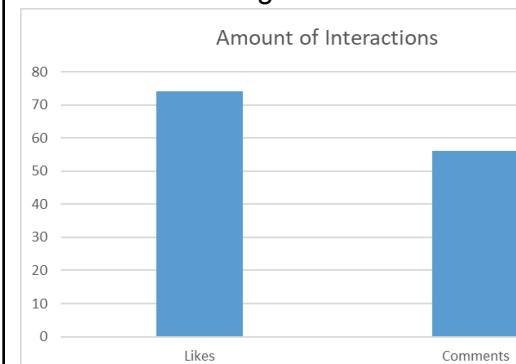




#### Post 4 - Humour Post

Post

Analytics  
Interactions - Instagram



Interactions - Facebook



**Storelance**

We're always doing this 🎉

#Shop #Sunderland #Funny #Relatable

**SOMEONE STANDING IN FRONT OF THE ITEM I NEED**

**PRETEND TO LOOK FOR SOMETHING ELSE UNTIL THEY MOVE**

John Doe and 78 Others 61 Comment

Like Comment Share

Age of Audience

Age Group	Count
10-20	20
21-30	90
31-40	80
41-50	25
51-60	10
61-70	5
71-80	2
81 and Over	5

### Feedback

Some comments on this post included:

'Haha! Sending this to all of my friends'

'Keep posting things like this'

'Hilarious!!'

The analytics for the post on Instagram was as follows: 74 Likes and 56 Comments, which totalled up to 130 interactions. For Facebook, the analytics were: 79 Likes, 61 Comments and 98 Shares. The gender was an even split for both Instagram and Facebook, which helped as Storelance does not cater towards a specific gender. The age groups were different on both platforms, with 21-30 year olds interacting the most on Instagram, and 31-40 year olds interacting the most on Facebook. This is still in the target audience range which I planned with the help of Janice and Peter. This post has the highest amount of interactions of any post, which could be self explanatory due to the fact it is a humour content format, and this is what all audiences prefer the most and share the most.

### Before optimisation

To make this post better, I could add the colour scheme to the background to make it match with the rest of the posts on the Storelance page. I could also add an @ watermark in the bottom corner, as when the post is reposted or shared, Storelance will be shared also.

### After Optimisation

I have added the colour scheme into the background of the image to make it blend in more with the rest of the posts on the storelance account, and have also added the storelance @ tag in the post to be able to share the storelance name around online.

50% 10:04 am



Storelance

We're always doing this 🤣

#Shop #Sunderland #Funny #Relatable

SOMEONE STANDING IN FRONT  
OF THE ITEM I NEED



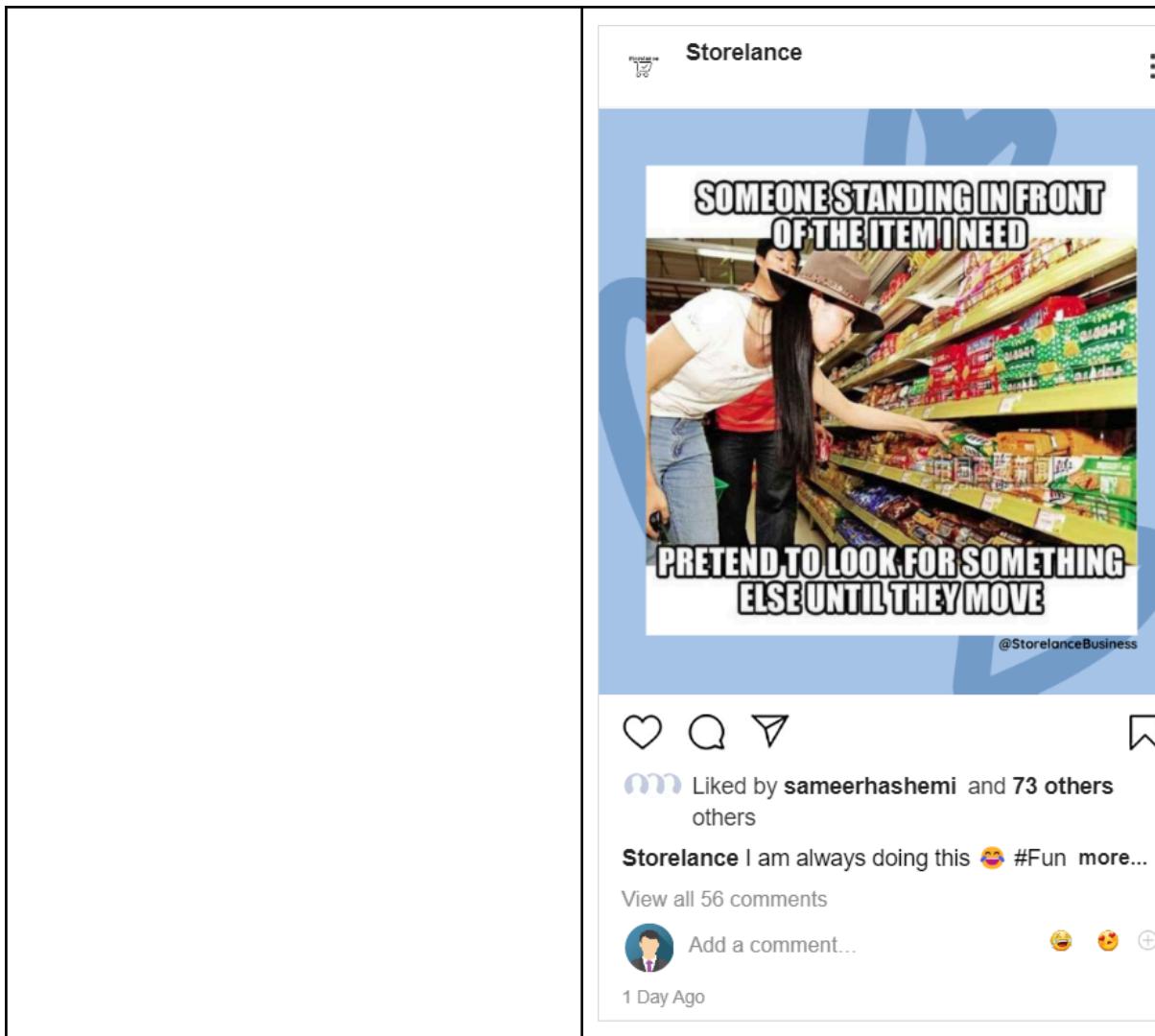
John Doe and 78 Others

61 Comment

Like

Comment

Share



In the end, the posts which had the largest amount of interactions and growth overall was the fourth post of the week, being the humour post. This may be due to the fact that it was using the humour content focus, and was already created online and available on the public domain. This content format is usually the one with the most popularity so it is clear to see why it helped storelance gain a lot of interactions online.

The post which had the lowest amount of interactions online was the original welcome post. Unfortunately, this was not surprising due to the fact that it was a less entertaining informational post. This post did not bring much to the Storelance page and could be refined or even changed to make better use of the Storelance page on Instagram and Facebook.

# Section 6 - Evaluation

## Plan

Throughout the planning aspects of this project there was a large amount of communication and refinement. Using this, I was able to make a plan which would optimise how the Storelance social media pages gain followers and growth. There were many aspects to the plan, including making a schedule for the best times to post, using real-life research to find out these times to gain the most growth online.

There were many positive aspects of the planning which I carried out with Storelance. This being that the Storelance owners were easy to work with and helped through the use of the meeting minutes and emails which can be seen earlier in this project.

However, there were some negative aspects such as the fact that there was no definite answer to whether or not the plan which I created was 100% going to work out in the end. Even though Peter and Janice both helped to make the planning process easier, it was not possible to see how it would work out when the implementation started.

Some potential issues that could have occurred were that some of the timings for the posts could have been incorrect, but after looking at different websites which showed evidence to prove that certain times were better than others for posting, this was avoided.

If I were to repeat this task, I would have added more specific goals for the planning process and carried out more research to find the most effective and proven way to increase and maximise growth on social media platforms.

Throughout this project, I used many different skills to improve how the planning process went. These skills included: Communication, Teamwork and Creative-thinking. This was overly positive as using these skills helped me develop the Storelance social media account and I was also able to utilise these skills to maximise growth online.

As seen above in the project, I used communication to gain feedback from potential users. This communication was through a survey posted online. This survey was used to gain information on how the storelance page could be refined to target an audience better and to entertain an audience and inform them more. This was a positive in the project for the fact that this was all used for improvements before the implementation started.

## Implementation

The implementation which was the main part of my project was made with the use of Canva, which helped me make graphics and backgrounds which would stand out and pull in users online.

The implementation focused on four posts. Two were informational posts, one was humour and one was a promotional post. I experimented with the different content formats to see which gained the most interactions. The humour post gained the most growth while the promotional post came in close second.

There were many positive aspects of the implementation such as having the ability to create content which users will see and be able to comment on, which I can then use in the future for optimisation.

However, there were some negative aspects of the implementation which could have been avoided. At first, there were not many ideas for posts which we could use, I had figured out which content formats to post, but not gone into specifics about the posts themselves. If I had done more research on what other businesses were posting, this would have not been an issue.

I had considered legal and ethical implications of the posts which I uploaded onto Instagram and Facebook. Any reposted content which I had used on the profile was from the public domain and was able to be used and posted without any credit or payment needed. I also used content which was not political or biased to any sort of view. This would keep all audiences happy so Storelance would have no issues because of the content being posted.

## Review and Optimisation

The review and optimisation which I carried out was one of the more crucial parts especially for when I hand the Storelance account back to the owners, Peter and Janice. I was able to view the analytics of the post online and create a multitude of graphs which can be used for future references. The optimisation was also essential as I was able to take feedback from comments of users and then use it to create a post which is better than what was posted in the implementation.

Some positive aspects of the review and optimisation included, being able to see how the effort which was put into the project paid off and worked online.

However, there were some negative aspects. As expected, there was negative feedback which was left on the storelance posts on Instagram and Facebook. These negative comments also helped with the optimisation of the posts since I was able to see what was in desperate need of change.

If I were to add a larger variety of hashtags, I could have maximised the growth of storelance even more, but including hashtags which are unrelated to convenience stores may have been unethical and caused issues.

The use of social media could be improved in the future. In the future, if the owners of Storelance were to do more research into what other popular businesses and small businesses are doing on social media, this would help make Storelance have a more effective presence online.

I could have also used a different social media site as this could have improved the effectiveness of my posts. For example, I could use Twitter in the future as this may have an audience which is older and will see more of Storelance's posts.

There was a lot of data collected overall through a variety of analytical methods such as Gender, Age and Interactions. I could have used more analytics data online to improve the finding of our target audience. If I were to use location analytics, I could find users which are closer to storelance and try to keep the location closer to storelance so a majority of users will visit the shop physically. The use of the analytics helped with the optimisation of posts, as there were uneven distributions of gender and age, which through this use of refining were fixed.

From the start, I planned on using Instagram and Facebook as my social media of choice. This helped with the implementation as these posts used the same content structure and

allowed me to post relatively the same content on both platforms to gain the same audience across both platforms also. This is a positive as all the content posted will have the same effect on an audience and after optimisation, they will have the same efficiency online. However, if there is someone who follows Storelance on both platforms, they will be seeing the same content twice, this could be changed in the future but may be difficult at attracting the same audience on both platforms.

Overall, the outcome of the project compared to the original business requirements was successful. The planning helped solidify the implementation and to choose which posts were effective online.

## Behaviours

### Professionalism

On Instagram and Facebook, I kept all posts professional and captions also professional. This will keep Storelance seeming more like a full business rather than a business which has just started posting on social media. If users see that we are professional they will have a greater reaction to our posts. This has a great impact on all of the outcomes which Storelance encountered as if the posts were not professional most users would not think highly of Storelance.

### Etiquette

On both social media platforms, I used etiquette online to present Storelance. In all posts, I used formal language which shows that Storelance is presenting themselves well. If I were to not use formal language, it would seem lacking in etiquette. This helps with gaining responses and feedback from customers, as we will seem more accepting of feedback due to the etiquette.

### Supportive of others

On the Storelance page, I was being supportive of others through posts and the bio. On the welcome post specifically, Storelance was being friendly and supportive of any feedback and asking for feedback in the comments. In the biography section of the page, the contact information was presented where customers could give feedback and we could be supportive.

### Timely and appropriate leadership

Throughout the time of the project, I provided timely and appropriate leadership. Using the time schedule, I was able to post on times which were researched and this would effectively increase the growth online. If this timely leadership was not present, this would affect the times which posts were uploaded and may be detrimental to Storelance's growth online.

### Accountability

I held accountability for any of the posts which were uploaded onto the Storelance page online. If any of the posts were to upset users online, I were to be the one to accept accountability. This helps with Storelance's reputation as if anything were to happen, I would be the sole person to be accountable to not ruin Storelance's online brand image.

### Individual responsibility

When taking over the Storelance page, I had responsibilities such as being an administrator for the page. These responsibilities were to be taken seriously by me and I would have to ensure safety of any information that was on the page itself. If any information were to be taken or modified, I would have to be responsible for it and also take accountability.

## Media and communication skills

When planning the project itself, I used many communication methods. These included: meetings, messages, emails and surveys. These methods of communication were helpful as some were easier than others when it came to gaining a response from Peter and Janice. There were not many negatives when it came to the communication which I had with the Storelance owners. The only improvement I would make is to have more meetings to be able to refine the planning of the posts more effectively. This impacted the overall outcomes of the project as this was a crucial part of refining the posts to ensure they increased growth for Storelance.

When communicating with Janice and Peter, I mainly used a formal tone to act more professional. However, when communicating through text messages, I used a more informal tone. This made the whole process seem less daunting, and allowed me to continue making posts without the pressure of acting professionally throughout the whole process. This affected the outcomes of the project due to the fact that I was able to act more forthcoming with the Storelance owners and to work alongside them.

## Responding constructively to the contributions of others

### Supportive

I was able to be supportive of the contributions to others throughout this project. When communicating with Janice and Peter I was understanding when they helped refine the project. This had an overall positive and large impact on the project, if they were not to add inputs onto the project to help refine the posts online, then Storelance might not have been as popular on Instagram and Facebook.

### Managing contributions so all have the opportunity to contribute

I was able to manage all contributions so everyone could contribute to the refinement of posts online. This was through the use of the communications with the Storelance owners and also Surveys given to potential users / customers. The use of these gave both the people inside the business, and the people outside of the business the chance to give feedback which overall impacted the growth of Storelance.

### Responding to objections

After the implementation of Storelance's posts, many users had the chance to respond and object if they felt the need to do so. If anyone were to object, I was to respond using customer service skills to come to a reasonable conclusion with any customer which did object. While also managing objections, I was able to seem more professional for dealing with customer service and feedback issues in private with customers.

### Managing expectations

There were many expectations for the Storelance page on Instagram and Facebook, but in the end I was able to meet most of the Storelance owners expectations. This was stressful due to the amount of expectations which were discussed in meetings and communications with them. However, this stress managed to impact the development of the Storelance account, as it pushed me to post interesting content.

#### Resolving conflict

There was not a large amount of conflict when developing and implementing the posts for the Storelance page. However, when there were conflicts of interest in communications or through comments it was resolved quickly. For example, Janice and Peter wanted the goals to be very high on expectations, but after a series of meetings this was resolved and the goals were very attainable yet still kept high expectations. This helped keep Storelance on track and inevitably was part of the process which was crucial in the planning of the project.

## Creativity

When creating posts for the Storelance pages on Instagram and Facebook, I had to use a lot of creativity in order to create a colour scheme and background which would work well with the target audience. I used neutral colours and patterns which attracted a relatively even split between genders when looking at the analytics online. This is a big impact as Storelance does not cater towards a single gender, any user is able to visit Storelance or interact with our page on Instagram or Facebook.

## Overall Conclusion

Overall, the project was a success. The planning process was long-winded but in the end helped me to create posts which a relatively large audience was able to see and interact with. During the planning process, there were many changes made through the use of communication with Janice and Peter, this communication helped me to optimise all my goals and planning which I used during the implementation process.

The implementation was a key part of the project as I had to create posts which entertained an audience, this was through the use of different content formats such as humour, information and promotional posts. I was able to use the same content on both Instagram and Facebook, which was helpful as it allowed the same audience to be gained on both social media sites.

In the end, I was able to refine and optimise the posts using different ways. On a majority of the posts, I added a larger variety of hashtags onto the post, which allows for a larger amount of reach and growth on the given platforms. Some other ways in which I used for optimisation was adding a watermark and/or adding a background which matches the colour scheme. After this optimisation, the whole project matches more towards the original plan.

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