


SOCIAL MEDIA FOR BUSINESS

**Awreiness Program on Professional & Ethical Social Media Presence for Women
Entrepreneurs**

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Course Outline

Professional & Ethical Social Media Presence for Women Entrepreneurs

Course Overview

This program is designed for women entrepreneurs who want to use social media as a **serious business tool** — without compromising values, modesty, mental peace, or professionalism.0

Rather than focusing on trends, virality, or constant posting, this course builds a **clear, ethical, and confident digital presence** that supports credibility, trust, and long-term business growth.

The emphasis is not on *more content*, but on **better presence, clearer communication, and stronger boundaries**.

Course Structure

Course Includes:

- **3 Modules**
- **short micro-lessons** 10-10- 20 mins
- **Real-life business scenarios**
- **Reflection & clarity exercises**
- **Practical tool demonstrations**
- **Application-focused learning (not theory-heavy)**

Each module is designed to answer one core question:

“What should I understand and apply at this stage of my digital presence?”

Learning Outcomes (What Learners Will Gain)

By the end of this program, participants will be able to:

- Use social media confidently as a **professional extension of their business**
 - Maintain **ethical, respectful, and modest digital conduct**
 - Communicate clearly without oversharing or confusion
 - Set healthy boundaries with clients and audiences
 - Create a consistent, credible online impression
 - Reduce overwhelm, guilt, and pressure around content
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Teaching Style & Methodology

- Short, focused lessons (easy to absorb)
- Real examples from women-led businesses
- Reflection before action
- Practical clarity over technical overwhelm
- Ethical, culturally aware, value-aligned approach

Introduction

Introduction to the Program: Social Media Course

What Participants Will Understand

- Social media is the first point of contact for most customers today
 - Digital presence influences trust within seconds
 - Online behaviour directly impacts business credibility
 - WhatsApp and Instagram act as business spaces, not personal diaries
 - Intentional setup creates confidence and clarity
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Why This Program Is Needed

- Many women are visible online but not positioned professionally
 - Skills, values, and effort are not reflected digitally
 - Business communication feels scattered and overwhelming
 - Personal and professional boundaries often get blurred
 - Visibility increases, but trust and confidence don't
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What This Program Focuses On

- Using social media as a structured business tool
- Building credibility without overexposure
- Creating clear, respectful communication
- Maintaining ethical and modest digital conduct

- Strengthening brand presence, not chasing content
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What This Program Is Not About

- Becoming influencers or content creators
 - Posting daily or following trends blindly
 - Sharing personal life for engagement
 - Performing for algorithms
 - Compromising values for visibility
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Why This Program Is Especially Beneficial for Women Entrepreneurs

- Women face higher scrutiny and judgment online
 - They are unaware of what tools can be used that will help their business further
 - Small digital mistakes reduce perceived professionalism
 - Over-availability leads to burnout and discomfort
 - Boundaries are often misunderstood as “being rude.”
 - Ethical presence builds long-term trust and safety
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How This Program Is Different

- Integrates mindset, tools, and digital ethics
- Uses real-life business scenarios
- Live walkthroughs of WhatsApp Business & Instagram Business

- Peer interaction and reflective discussions
 - Focus on clarity, not complexity
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Overall Outcomes of the Program

- Stronger professional digital presence
- Clear boundaries with clients and audiences
- Increased confidence in online communication
- Reduced overwhelm and confusion
- Foundation for responsible, sustainable visibility

About Modules 1 -3

MODULE 1 (10 minutes)

From Personal Use to Professional Space

Reframing Social Media as a Business Environment

Purpose

To help participants mentally shift from casual usage to intentional professional presence.

Key Learning Points

- Social media as the first point of business interaction
- Difference between personal sharing and business communication
- How digital behaviour influences trust and credibility
- Foundational principles of digital professionalism

Activity (Guided Reflection – 3 minutes)

“Office vs Home Lens”

- Participants mentally review one of their platforms
- Identify what belongs to “home” and what belongs to “office”
- Recognise misalignment without judgment

Outcome

Participants begin treating social media as a professional space.

MODULE 2 (10 minutes)

Trust, Boundaries & Digital Conduct

How Credibility Is Built Without Overexposure

Purpose

To establish trust-building behaviour while preventing burnout and boundary erosion.

Key Learning Points

- How trust is formed before content is consumed
- Common digital behaviours that silently reduce credibility
- Over-availability vs professional responsiveness
- Ethical, modest, and respectful online presence

Activity (Scenario-Based – 4 minutes)

“Trust or Tension?”

- Participants are presented with short digital scenarios
- They reflect on what builds trust vs what creates discomfort
- Discussion focuses on behaviour, not personality

Outcome

Participants understand how to remain visible, credible, and protected.

MODULE 3 (20 minutes)

Designing Your Digital Business Office

Practical Setup, Boundaries & Communication Systems

Purpose

To translate learning into **actionable systems** using WhatsApp and Instagram.

Part A: Structuring WhatsApp as a Business Tool (8 minutes)

Key Focus

- WhatsApp as the “Front Desk” of the business
- Reducing response pressure and confusion
- Creating clarity for clients

Features Demonstrated

- Business Profile
 - Automated Messages
 - Quick Replies
 - Labels
 - Catalog
 - Broadcast Lists
 - Status
 - Business Hours
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Activity 1 (Hands-on – 5 minutes)

“Front Desk Setup Check”

Participants:

- Review their WhatsApp Business settings
 - Identify 2 features they will activate or refine immediately
 - Clarify how clients should approach them
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Part B: Creating a Client-Friendly Digital Experience (4 minutes)

Key Focus

- Ease of navigation for clients
 - Consistency in tone and information
 - Avoiding overwhelm through structure
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Activity 2 (Clarity Mapping – 3 minutes)

“Client Journey Snapshot”

Participants:

- Trace a client’s first interaction
 - Identify confusion points
 - Note one improvement they will implement
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Outcome

Participants leave with:

- A clearer WhatsApp setup
 - Defined communication boundaries
 - Reduced emotional and digital overload
 - Immediate implementation clarity
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Overall Learning Outcomes

By the end of the program, participants will:

- Treat social media as a professional business environment
- Build trust without overexposure
- Communicate confidently with clear boundaries
- Use WhatsApp Business intentionally and ethically

Full Learning Module

From Personal to Professional: Mastering Social Media & Messaging for Business

Course Format

- **Total Duration:** 40 minutes
 - **Modules:** 3
 - **Learning Method:** PPT and offline training
 - **Instructional Models Used:** AIDA (Awareness → Interest → Desire → Action), Behavioural Trust Principles
 - **Core Analogy:** *Social media as a digital business office*
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The AIDA Model is a classic marketing framework outlining the four stages a customer goes through before a purchase: Attention (or Awareness), Interest, Desire, and Action, helping businesses craft persuasive messages by guiding potential buyers from initial awareness to a final sale. It's a funnel model where marketers first grab attention, then engage interest, build desire for the product/service, and finally prompt action (like buying).

MODULE 1 (10 minutes)

From Personal Use to Professional Space

AIDA Focus: Attention & Interest

Module Intent

This module captures learner **attention** and builds **interest** by helping participants recognise how their existing digital behaviour shapes business credibility — often without their awareness.

Lesson 1.1 — Why Social Media Is No Longer Personal

(AIDA: Attention)

This lesson establishes the reality that social media and messaging platforms are now *primary business touchpoints*. Learners are introduced to the idea that for many customers, a WhatsApp message or Instagram profile is the first interaction with a business — not a meeting, referral, or website.

A clear definition is introduced early to ground understanding:

Professional Digital Presence refers to the intentional use of online platforms to communicate clarity, credibility, and reliability to potential clients.

The lesson explains how first impressions are formed within seconds through profile structure, tone, and visible organisation — often before any content is consumed. Learners begin to see their digital platforms not as extensions of personal expression, but as functional business spaces.

A familiar analogy is used to anchor understanding: just as a physical office creates an impression the moment someone walks in, a digital space does the same the moment someone lands on a profile.

Learners are prompted to pause and consider what a first-time visitor would immediately understand about their business.

Lesson 1.2 — Personal vs Professional Communication

(AIDA: Interest)

This lesson builds interest by clarifying a confusion many entrepreneurs face — mixing personal and professional communication in the same digital space.

Personal vs Professional Communication

Personal Communication

- Spontaneous and reactive
- Emotion-led and expressive
- Stream-of-consciousness style
- Audience: friends and family
- Purpose: connection and sharing

Professional Communication

- Intentional and strategic
- Audience-focused and service-driven
- Structured and purposeful
- Audience: potential clients
- Purpose: clarity and credibility

Learners explore how personal communication is typically spontaneous, expressive, and emotion-led, while professional communication is intentional, audience-focused, and service-driven. The lesson makes it clear that the issue is not authenticity, but **context**.

Examples are used to show how casual language, mixed opinions, or inconsistent posting habits can unintentionally weaken professional positioning. Learners are guided to recognise patterns rather than feel judged.

A short reflection encourages learners to identify one personal habit that may have carried into their business space without intention. (We can give general examples here as well -

At home: I say yes to avoid arguments

In business: I say yes to clients even when I shouldn't

At home: I delay difficult talks

In business: I delay asking for payment or follow-ups

At home: I worry about what others think

In business: I hesitate to post or promote my work

Lesson 1.3 — Foundations of Digital Professionalism

(AIDA Bridge: Interest → Desire)

The final lesson of this module introduces the behavioural foundations of professionalism online. Learners are shown that across business communication and trust psychology, certain behaviours consistently signal credibility.

These include intentionality, consistency, clarity, respect, and preparedness. Each principle is explained briefly in the context of real digital interactions — messages, profiles, responses, and updates.

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| <p>Intentionality</p> <p>Every post, message, and profile element serves a clear purpose. Nothing is posted "just because" or out of habit—each piece of communication advances understanding or connection.</p> | <p>Consistency</p> <p>Reliable patterns in posting, responding, and availability create predictability. Clients know what to expect and when to expect it, which builds trust over time.</p> | <p>Clarity</p> <p>Messages are direct, profiles are complete, and next steps are obvious. Clients never have to guess what you do, how you work, or how to proceed.</p> |
| <p>Respect</p> <p>Professional communication honors boundaries—yours and theirs. It values client time, privacy, and dignity in every interaction.</p> | <p>Preparedness</p> <p>Systems and templates reduce reactive scrambling. You're ready for common questions, clear about services, and organized in follow-up.</p> | |

Learners begin to feel a desire for a more organised, calm, and professional digital presence — not because they are told to change, but because the benefits become obvious.

The module closes by reinforcing that professionalism is not about being rigid or impersonal, but about creating clarity and ease for both clients and oneself.

MODULE 2 (10 minutes)

Trust, Boundaries & Digital Conduct

AIDA Focus: Strengthening Desire

Module Intent

This module deepens **desire** by showing learners how trust is built (or broken) through everyday digital behaviour, and how boundaries actually increase credibility.

Lesson 2.1 — How Trust Forms Before Content

(Desire: Understanding Value)

Learners are introduced to a key insight: potential clients often decide whether to trust a business before reading a post or watching a story.

The lesson explains how trust is shaped through observable cues such as profile completeness, visual consistency, ease of contact, response behaviour, and social proof. Learners realise that credibility is communicated silently and continuously.

Common trust-reducing behaviours are explained — vague bios, irregular posting, unclear next steps — with an emphasis on how easily these can be corrected through **structure**.

Learners are invited to reflect on which trust signals they already have in place and which ones need strengthening.

Analogy used here is : Instagram Bio = Your Address

Example -  **The Analogy: Instagram Bio = Your Address**

Your **Instagram bio is like your home address**.

If someone asks:

“Where do you live?”

You **cannot say**:

✗ *“Come 50 steps from Gupta ji’s house.”*

That is **confusing**.

People may not even try to find you.

Instead, you say:

✓ *Flat 402, Sunshine Apartments, MG Road, Bangalore.*

Clear -Easy- Trustworthy

Lesson 2.2 — Over-Availability vs Professional Responsiveness

(Desire: Relief & Alignment)

Core Idea

Being available **all the time** does **not** build trust.
Being **clear, predictable, and respectful of time** does.

Professional people are not fast **all the time**.
They are **reliable every time**.

Important Time Truth

You **cannot message anyone anytime just because you feel like it**.
Time is also a boundary.

And when **you say something**, you must **mean it**.

- If you say “*I’ll call at 4 pm*” → call at 4 pm
- If you say “*I’ll reply tomorrow*” → reply tomorrow
- If you take an appointment → **keep it**

Broken time promises reduce trust faster than slow replies.

Over-Availability (What Reduces Trust)

- Replying at midnight
- Replying instantly one day, disappearing the next
- Saying “anytime is fine” but feeling exhausted

- Taking appointments and cancelling casually
- Letting clients message whenever they want

This creates:

- Burnout
- Confusion
- Loss of respect (even if unintentional)

Over-Availability Creates Problems

- Clients learn to expect instant responses, raising their demands
- Your response times become unpredictable (fast sometimes, slow others)
- You experience constant interruption and decision fatigue
- Boundaries become impossible to maintain or enforce
- You signal that your time has no structure or value

✅ Professional Responsiveness (What Builds Trust)

Professional responsiveness means:

- People know **when** you will reply
- People know **how** to reach you
- People know **what to expect**

It feels calmer — for you and the client.

Professional Responsiveness Builds Trust

- Set clear response windows (e.g., "I reply within 24 hours on business days")
- Use automated acknowledgments so clients know you received their message
- Establish business hours and communicate them openly
- Batch message responses at designated times
- Create predictable patterns that clients can rely upon



The 10 Professional Time Rules

1. **Set reply hours**
(Example: "I reply between 10 am – 6 pm")
2. **Do not reply late at night**
Even if you see the message.
3. **Use auto-reply when needed**
"Thanks for reaching out. I'll respond tomorrow."
4. **Keep response timing consistent**
Not fast today, missing tomorrow.
5. **If you promise a time, keep it**
Time promises = trust promises.
6. **If you can't keep it, inform early**
Not making last-minute changes shows disrespect to the other person
7. **Do not say 'anytime is okay'**
Give clear options instead.
8. **Respect others' time as well**
Don't message clients at odd hours.

9. **Schedule calls, don't casually call**
Appointments feel professional.
10. **Boundaries protect energy AND credibility**
Calm businesses grow faster.

Lesson 2.3 — Ethical, Modest & Respectful Digital Conduct

(Desire: Long-Term Confidence)

The final lesson in this module reframes ethics and modesty as strategic business assets rather than moral constraints.

Learners explore how honesty, **respectful language**, client privacy, and restrained self-presentation contribute to long-term reputation and trust. The lesson clarifies that confidence does not require oversharing, exaggeration, or emotional exposure.

Scenario reflections help learners see how certain behaviours create comfort and trust, while others create unease — even when intentions are good. We will use storytelling here to explain the point and also touch base on trends and language that lower your worth,

Story 1: Honesty

Story:

A coach posts:

“I helped 100 clients earn 6 figures in 30 days.”

Someone reading thinks:

- Is this real?
- Is this exaggerated?
- Can I trust this?

Another coach posts:

“I’ve worked closely with 12 women this year.
Some grew fast. Some grew slowly.
But all gained clarity and confidence.”

That honesty feels **grounded**.
People trust what feels **real**, not loud.

Learning:

Honesty builds calm confidence.
Exaggeration builds doubt.

 **Story 2: Respectful Language****Story:**

A business page writes:

“If you don’t buy this, you don’t value yourself.”

Some people feel:

- Judged
- Pressured
- Defensive

Another page writes:

“If this feels right for you, I’d love to support you.”

People feel:

- Respected
- In control
- Safe

Learning:

Respectful language invites trust.
Aggressive language creates resistance.

 **Story 3: Client Privacy****Story:**

A coach shares screenshots of client chats — names hidden, but stories very personal.

Viewers think:

- If I become a client... will my story be shared too?

Another coach says:

“My clients’ stories are private.
I share learning, not personal details.”

That feels **safe**.

Learning:

Protecting privacy protects your reputation.
Silence can be powerful professionalism.

Story 4: Modest Self-Presentation

Story:

A page constantly posts emotional breakdowns, family struggles, personal pain.

People think:

- Is this a business page?
- Will this person handle my problem calmly?

Another page shares:

- Clear insights
- Calm tone
- Limited personal sharing

People feel:

- Stability
- Maturity
- Confidence

Learning:

Confidence does not need emotional exposure.
Calm presence builds authority.

Story 5: Boundaries in Communication

Story:

A business owner replies to messages at 1 a.m., apologises constantly, sounds exhausted.

Clients feel:

- Uncertainty
- Lack of structure

Another owner replies during set hours and says:

“I’ll get back to you tomorrow.”

Clients feel:

- Clarity
- Professionalism

Learning:

Boundaries don’t push people away.
They make you dependable.

By the end of this module, learners feel confident that boundaries and ethical conduct support both business growth and personal well-being.

MODULE 3 (20 minutes)

Designing Your Digital Business Office

AIDA Focus: Action

Module Intent

This module converts **desire into action** by guiding learners to implement simple, practical systems using WhatsApp and Instagram.

Lesson 3.1 — The Digital Business Office Framework

(Action: Mental Readiness)

Learners revisit the central analogy: **digital platforms function like a business office.**

This lesson explains how different elements of a digital presence serve specific functions — signage, reception, service menus, and notice boards. This framework prepares learners to use tools with clarity rather than overwhelm.



Signage

Your profile, bio, and business name communicate who you are and what you offer—like a sign above your office door.



Reception

Automated messages and quick replies greet clients professionally and set expectations—like a receptionist welcoming visitors.



Service Menu

Catalogs, highlights, and pinned posts clearly display your offerings—like a menu board showing available services.



Notice Board

Status updates and stories share news, availability, and updates—like a notice board in a waiting area.



Filing System

Labels, folders, and organized conversations keep information accessible—like a well-organized filing cabinet.



Business Hours

Clearly stated availability and response windows establish professional boundaries—like posted office hours.

Lesson 3.2 — WhatsApp as Your Business Front Desk

(Action: Practical Setup)


Learners are guided through WhatsApp Business as a professional communication system rather than a chat app.

Each feature is introduced with its purpose:

- Business profiles establish identity and credibility
- Automated messages set expectations
- Quick replies ensure consistency
- Labels organise conversations
- Catalogs present services clearly
- Broadcast lists enable respectful updates
- Status acts as a notice board
- Business hours reinforce boundaries

The focus remains on how these tools reduce repetitive effort, protect energy, and improve client experience.

Learners reflect on which feature would immediately make their communication clearer.



WhatsApp: Your Client Command Center

WhatsApp Business isn't just for chatting—it's your complete client management system when set up correctly. The key is transforming it from a reactive messaging app into a proactive business tool.

| | |
|--|--|
| <p>01</p> <hr/> <h3>Set Up Business Profile</h3> <p>Create a professional presence with business hours, catalog, and automated greeting messages</p> | <p>02</p> <hr/> <h3>Implement Labels & Tags</h3> <p>Organize contacts by status: New Lead, Active Client, Payment Pending, Completed, Follow-Up Needed</p> |
| <p>03</p> <hr/> <h3>Create Quick Replies</h3> <p>Save time with templates for FAQs, pricing, booking confirmations, and standard responses</p> | <p>04</p> <hr/> <h3>Design Your Workflow</h3> <p>Map out the exact sequence of messages clients receive from first contact to project completion</p> |

Lesson 3.3 — Beyond Pretty Pictures: Turning Instagram DMs into a Relationship System

(Action: Experience Design)

Instagram is not just a visual platform.

For businesses, **DMs are where interest turns into relationships — and relationships turn into revenue.**

However, many business owners treat DMs casually — replying only when they remember, searching for old conversations, or losing track of serious enquiries. This creates inconsistency, missed opportunities, and mental overload.

The Strategic Approach: Treat DMs as a Mini Client System

Your Instagram inbox should not feel chaotic.

It should function like a **simple client management system** that supports clarity, follow-up, and professionalism.

Instagram already provides tools that make this possible — without external software.

Key Practices for a Professional DM System

1. Use Quick Replies and Saved Responses

Create ready-made replies for common questions such as:

- Pricing enquiries
- Service details
- Booking process
- Next steps

This ensures:

- Faster responses
 - Consistent messaging
 - Less emotional effort per reply
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2. Star Messages from Serious Enquiries

Use the star feature to mark conversations that require follow-up.

This helps you:

- Identify high-intent prospects quickly
 - Avoid missing important messages
 - Stay organised without scrolling endlessly
-

3. Track Conversation Status Clearly

Use simple visual markers to track progress, such as:

- Emojis in contact names (e.g., 🌟 for hot lead, ⌚ for follow-up)
- Notes in a separate log if needed

This brings structure to conversations without complexity.

4. Set Automated Away Messages

Use auto-replies during non-working hours to:

- Acknowledge the message
- Set response expectations
- Maintain professionalism without being constantly available

Example:

“Thank you for reaching out. I respond between 10 am – 6 pm and will get back to you shortly.”

5. Archive Conversations Systematically

Once a conversation is completed:

- Client onboarded
- Enquiry closed

- No longer active

Archive it intentionally.

This keeps your inbox clean and reduces mental clutter.

Why This Matters

A structured DM system:

- Builds trust through consistency
- Prevents missed opportunities
- Reduces burnout
- Makes your business feel reliable and organised

You don't need to be online all the time.

You need a system that works even when you're not.

Key Lesson Takeaway

When DMs are handled with structure, they stop being stressful — and start becoming strategic.

Lesson 3.4 — Implementation & Next-Step Commitment

(Action: Commitment)

Instead of heavy assignments, learners are encouraged to commit to one or two immediate improvements they can implement within the next week.

The lesson reinforces that professional digital presence is built through small, consistent systems rather than complete overhauls. Learners leave feeling capable, organised, and in control.

Overall Course Outcome

By the end of the course, learners:

- Reframe social media as a professional business environment
 - Understand how trust is built through behaviour and structure
 - Set boundaries confidently without fear of losing clients
 - Use WhatsApp and Instagram as organised business tools
 - Experience reduced overwhelm and increased clarity
-