Design Document

Training Title: Digistar's Instagram Growth System

Business Goal and Problem	Newly hired social media managers who take this training will grow clients' Instagram accounts. Success looks like increased reach and/or engagement (to varying degrees due to external factors) for 90% of DigiStar's Instagram growth clients after a 1-3 month period. The new hires do not currently have the training or experience necessary to effectively and systematically grow clients' Instagram accounts.
Target Audience	The primary audience is newly hired DigiStar social media managers. These are entry level employees, usually in their twenties, entering the digital marketing field. The learners have the technical skill to navigate the Instagram platform and have experience doing so for personal use. They are generally tech savvy.
Learning Objectives	**Terminal LOs:** • **Create** an audience avatar for each Instagram growth client. • **Plan** personalized Instagram content to meet each client's needs. • **Produce** Instagram content consistently. • **Implement** strategies for growth.
Training Recommendation	**Delivery Method:** asynchronous scenario-based eLearning course **Approach:** In this eLearning course, the learner will be introduced to Digistar's four step system for growing clients' Instagram accounts. Details and examples are provided throughout the course along with video tutorials for the more visual aspects. The learner will be able to revisit sections of the course as needed and practice with periodic knowledge checks that provide immediate feedback. The course concludes with a performance based assessment that gives learners a chance to confirm they have mastered the course content sufficiently.
Training Time	15 minutes
Deliverables	1 eLearning course • Developed in Articulate Rise • 4 Knowledge Checks

	● Scenario Based Final Assessment ● 1 infographic guide to help new social media managers implement Digistar's Instagram Growth System correctly.
Training Outline	● Introduction ○ Who We Are ○ Learning Objectives ● Audience Avatar ○ Definition: ■ A detailed profile of your client's ideal Instagram follower ○ Examples: ■ A busy young mother trying to make healthier choices for her and her family ■ A divorced dad trying to build support and community ■ A first time marathon runner ○ Importance: ■ The point of your client's social media presence ■ The more specific the more likely you are to help your client achieve their social media goals ○ How to Determine Your Client's Audience Avatar: ■ Ask them! (They might not know either.) ■ Ask them why they want to grow their Instagram account. ■ Research their company and social media pages. ● Content Plan ○ Definition: ■ A detailed plan of what you will post to your client's Instagram account and when ● Should include: ○ Purpose for the content ○ Type of content ○ Content bucket(s) ○ Content Purpose-Growth! ■ Reach ■ Engagement ○ Types of Content/Primary Purpose ■ Posts/Carousels- both ■ Stories-engagement ● Story features for engagement and best practices for using them ■ Reels- reach ● Trending sounds ● Capcut

	■ Lives-engagement ○ Content Buckets ■ 3-6 topics your audience avatar will be most interested in ○ Sample Content Plan ● Before You Begin: ○ Note the customer's starting metrics: ■ Impressions ■ Engagement Rate ■ Reach ■ Date before you start posting ● Post Daily- See sample content calendar plans. ○ Ideal for optimal reach and engagement clients are expecting ■ Batch shoot, editing, and schedule in advance. ● Batching-creating content factory style instead of piece-by-piece ○ Batch shooting- Go through the content plan and note all photo and video content. Shoot those all on the same day every week. ■ Create a B-Roll library. ● Edit- Choose another day to put together and schedule all content. ○ Helpful Apps- Later and Capcut ● Pencil in content that cannot be prescheduled (stories and lives) ● Set aside time daily to engage with the client's audience. ● Note the customer's metrics after one month: ○ Impressions ○ Engagement Rate ○ Reach ● Use the results to inform next month's content plan ○ Repeat more of what worked! ○ Tweak or eliminate what didn't ■ Examples ● Final Evaluation ● Wrap-Up
Assessment Plan	**Level 2 Assessment:** The learner will participate in ungraded knowledge checks in each section of the course. They will receive immediate feedback on their responses. The learner will also take a final graded assessment at the end of the course. This quiz consists of 5 scenario-based multiple choice/multiple response questions. The learner must answer 4 questions (80%) correctly to successfully complete the course. Learners get immediate feedback after each

	question and retakes are unlimited. **Level 3 Assessment:** Three months after course completion, Digistar will audit the Instagram accounts that were assigned to new social media managers who took the training. This will determine if at least 90% of these accounts grew during this time period.