

SCORE.org/Manasota
941.955.1029

Websites & Social Media in 2025

Building a Digital Presence That Works

Daniel Motola-Pedroso
May 19, 2025



SCORE 
FOR THE LIFE OF YOUR BUSINESS

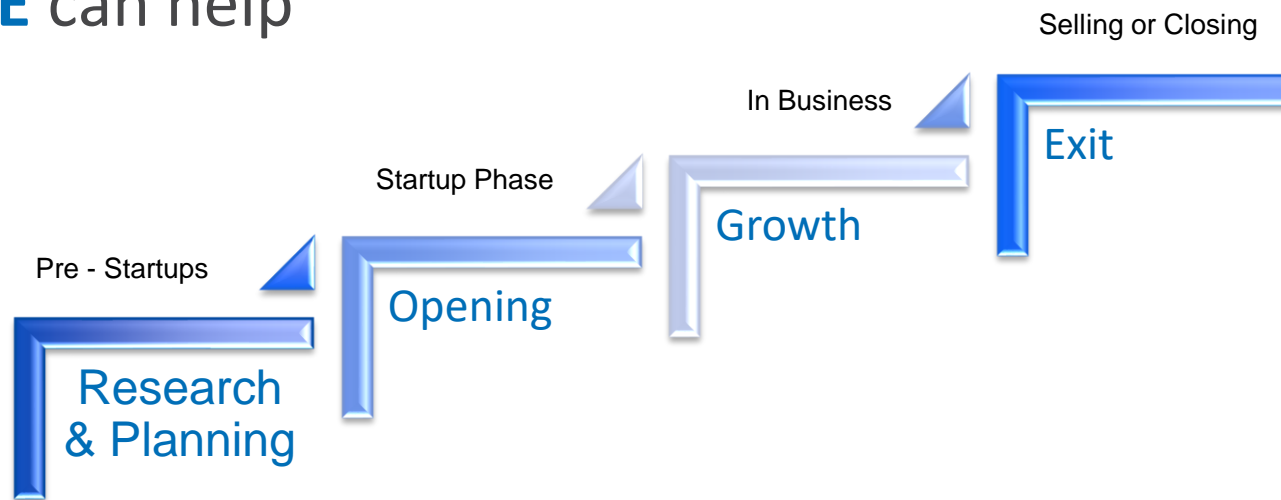
What is SCORE:

- A nationwide nonprofit organization that is an independent resource partner of the U.S. Small Business Administration (SBA)
- SCORE provides America's small businesses with **free**, confidential business **mentoring** (in-person and online) and **business educational services**: local workshops and 24/7 online resources at 300+ chapters nationwide with 10,000+ volunteers
- With nearly 90 volunteers, SCORE Manasota has served Manatee and Sarasota Counties for 50+ years (excluding North Port, which is served by the Port Charlotte chapter).
- Our Chapter has recently been recognized as the National Chapter of the Year for mid-sized markets.

Since its founding in 1964, SCORE has assisted over 11 million clients and small businesses throughout the USA



Successfully Navigate The Business Process:
Wherever you are in your business cycle,
SCORE can help



ACHIEVE YOUR BUSINESS SUCCESS:
SCORE's team of volunteer mentors,
motivate and guide you along your business path.



Thank you to the SCORE Manasota Sponsors and Community Partners!

Sponsors



BAYFIRST

BANK OF AMERICA



CHARLES & MARGERY
BARANCIK
FOUNDATION



Community Partners

- Career Source Suncoast
- Community Entrepreneur Opportunity
- Florida Department of Revenue
- Golden Herald Awards
- Greater Sarasota Chamber of Commerce
- Manatee Chamber of Commerce
- Manatee County Government
- Manatee Technical College
- Robert L. Taylor Community Complex
- Sarasota County Government
- State College of Florida
- SWAT Networking
- University of South Florida
- Venice Area Chamber of Commerce
- Women's Resource Center



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Visit Our Website: SCORE.org/Manasota



Request a Mentor

Don't have the time to browse mentor profiles? – Fill out the mentoring request form, and we will pair you with a mentor and assist you in setting up a free mentoring appointment.

[REQUEST MENTOR >](#)



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Building a Digital Presence That Works

Daniel Motola-Pedroso
Score Volunteer
and Presenter





My story with Score

Who I'm?

I am a librarian/IT

Webmaster/Intranet Creator

Content Creator

Marketing Specialist

Business Owner

Why you'll need a Website today

Is a Business Card

Is a legit way to know about:

WHO YOU ARE

WHAT YOU DO

HOW YOU CAN HELP

TWO AVENUES

WEBSITES HOST

ARTICLES
BLOG LINKS
IMAGES
GIVEAWAYS AND
MUCHO MORE

1. **SOCIAL MEDIA** IS A
FREE SOURCE OF
TRAFFIC
2. CTA: CALL TO
ACTION FOR YOUR
FOLLOWERS,
SUBSCRIBERS
CLIENTES.....

Which information your Website needs today

YOU NEED TO HAVE

ANY FORM OF CONTACT INFORMATION: PHONE NUMBER, EMAIL, CONTACT FORM. IS YOUR CHOICE TO DECIDE.

AS WELL

WHAT YOU DO?

WHO YOU ARE?

WHY YOU DO IT?

HOW YOU CAN HELP?

ONE DISADVANTAGE WE HAVE TODAY IS THE OVERUSE OF TEXT MESSAGES AND CELLPHONES.

WHO, WHO TALK TO PEOPLE WINS TODAY. WHY? IF YOU ARE REAL....MORE SALES, MORE TRAFFIC, MORE EXPERIENCES, MORE COMMUNITY....

Why we need to use Social Media Today?

1. IS FREE

2. PEOPLE RELY ON SOCIAL MEDIA TO LOOK FOR:
(FRIENDS, RELATIONSHIPS, COMMUNITY, BUSINESS,
KILL TIME)

3. FREE SOURCE OF TRAFFIC IF DONE CORRECTLY

How Websites and Social Media work together

LINKS

WORD OF MOUTH

**(FRIENDS, COLLEAGUES, FAMILY, CLIENTS, FOLLOWERS,
SUBSCRIBERS)**

CONTENT CREATION STRATEGY

THE REAL DEAL

REAL EXAMPLES: LINKEDIN



Daniel Motola
Author | Librarian | Business
Owner | Presenter | Content
Creator |

Followers	46
Drafts	3

Like Comment Repost Send

5 impressions [View analytics](#)

Daniel Motola reposted this



SCORE Mentors Miami Dade
443 followers
2w • 

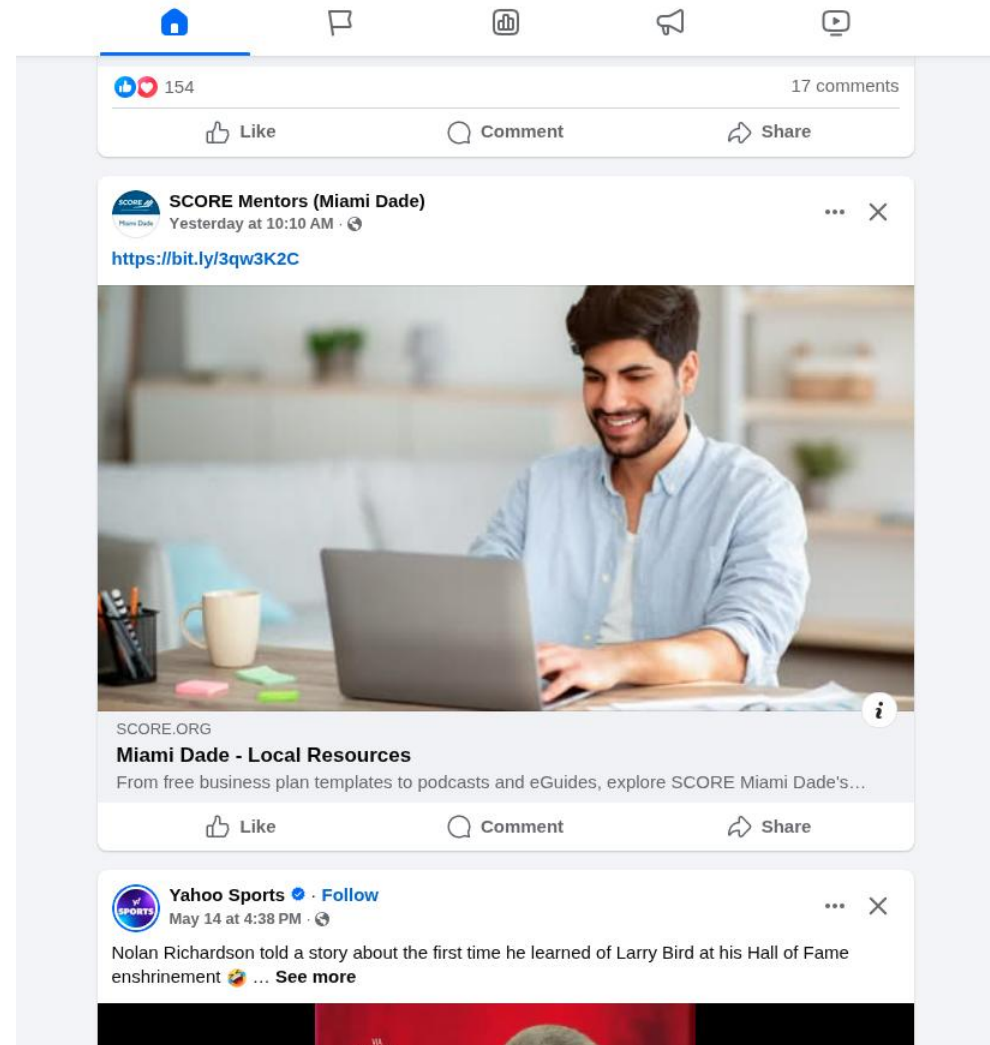
Join us for "Empower Your Business: SCORE and Visa Small Business Resource Summit"—a dynamic afternoon designed to connect entrepreneurs with the tools, resources and support they need to ...more



6 1 comment · 1 repost

Like Comment Repost Send

REAL EXAMPLES: FACEBOOK



REAL EXAMPLES: FACEBOOK EVENT



Tuesday, June 25, 2024 at 6 PM

How to Publish Your Book Online

Online event

[Go To Link](#)

 The event has ended

THE REAL DEAL 1: STRATEGY

**YOU DECIDE YOUR POST STRATEGY
DAILY, WEEKLY, MONTHLY**

TIP: 1 SCHEDULE (4-HOUR WORKWEEK *)

**2 IF YOU DON'T KNOW WHERE
YOU'RE GOING, YOU HAVE
JUST ARRIVED ****

* TIM FERRIS

** ALEX DEY

THE REAL DEAL 2: SHARE, SHARE, SHARE.....AND.....SHARE

WHY?

TODAY WE HAVE:

MORE COMPETITION

MORE PEOPLE POSTING

**THE ERA OF THE ENTREPRENEUR
AND THE SELF EMPLOYED**

Free Google Website and Blog for your Book

TO SAVE MONEY

**GOOGLE offers these tools since 2005.
THEY ARE FREE.**

**<https://sites.google.com>
<https://blogger.com>**

You only need a gmail account to access it.

After you can have a more expensive Website.

Artificial Intelligence (AI) ChatGPT (**NOW INCLUDES AUDIO**)

- ChatGPT (**My opinion, is a great tool to have ideas, it is an starting point**).
- ChatGPT → **This tool is able to create a complete structure of your Website, Blog, Posts, Video scripts, Newsletters and much more....**
- ChatGPT **Of course, it can create and entire year of posts: Daily, Weekly, Monthly...IT'S YOUR CHOICE.**

Artificial Intelligence (AI) Tools I use

**USE IT, TEST, CHECK,
AND TAKE INTO ACCOUNT THAT YOU NEED TO REVIEW THE
INFORMATION BEFORE PUBLISH IT ONLINE**

- **Leonardo.ai**
- **ChatGPT**
- **Elevenlabs.io**
- **Invideo.io**
- **Heygen**
- **D-ID.com**
- **Neiro.ai**
- **Vidnoz**
- **Vidyo.ai**

Conclusion

- Today, it's easier than ever to have websites and social media thanks to technological advancements.
- Artificial intelligence won't replace humans — at least not yet — but it helps us work faster, smarter, and gives us more free time.
- We must remember that without a strategy, we'll never reach our destination.

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SCORE Mentor:
<https://miamidade.score.org/content/find-mentor-268>

Upcoming Events:
<https://miamidade.score.org/content/take-workshop-235>

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QUESTIONS?



Scan to apply
for a mentor



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Thank You!

- ▶ Help Us Help You:
 - ✓ Please complete the survey
 - **What can we improve?**
 - **What other topics are you interested in?**
 - ✓ Refer Manasota SCORE to those
 - Who may benefit from our programs
 - Seeking volunteer opportunities



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