

5am Club

An Instagram page for sharing various information during the pandemic

Duration: Jan 2021 - July 2021

Instagram Link: https://www.instagram.com/_5amclub_/

Social Media Management: Content Scheduling, Content Creation, Canva, Adobe Ai, Video/Reels Editing, Social Media Analytics

About the Page

Collaborated with a team of friends with an initial aim to share COVID-related information and resources in Malaysia. Our social media audience is aimed at teenagers and young adults across Instagram, mainly based in Asia. Slowly, the page transitioned into a content-sharing page of different domain knowledge, such as inspirational quotes, fitness and health, medical knowledge, personal finance management and university tips. Collaborated with content creators from other countries to increase exposure, which increased by 15% followers in a two-week period. Constantly review platform audience and engagement to adjust content publishing topic and time for optimum audience engagement.

Page Display

