

## **CREATE A SOCIAL MEDIA POST**

### ***Introduction:***

Social media are interactive technologies that facilitate the creation and sharing of content, ideas, interests, and other forms of expression through virtual communities and networks. While challenges to the definition of social media arise due to the variety of stand-alone and built-in social media services currently available. Social media platforms allow their users to generate content and engage in peer-to-peer conversations. These days, creating a social media presence for your business is practically required to reach new and existing customers where they already are.

### ***Social Media Post:***

A Social media post is a short-form type of content or message that gets published on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and other similar channels. Unlike the hashtag, which allows you to communicate with everyone on the network following a specific topic (even if they are not your followers or friends), the @ symbol lets you tag friends and users you know in your message.

To post something (on social media): To publish something, to share something (on social media) verb.

A post (on social media): something which has been published (on social media) noun.

The social media community has a language of its own. It's important to know what jargon-heavy terms mean in order to fully understand the social media world and become an active part of it. We often hear the term "post." For many people, especially the ones involved in the social media sphere, the meaning of this word is quite obvious. A social post is a message published online by a user on a message board, comment section, or social network.

### ***Purpose of Social Media Post:***

Social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities. Social media post typically features user-generated content that lends itself to engagement via likes, shares, comments, and discussion. It is easy for people to get current updates on sports, entertainment, business, and all the other sectors at the tip of their fingers. Social media post has also made it easier for people to communicate with their loved ones through voice and video calls in real time.

Social media post allows people to be creative and share interesting ideas with their followers or fans. Certain social media applications such as Twitter, Facebook, and Instagram are places where users share specific political or sports content.

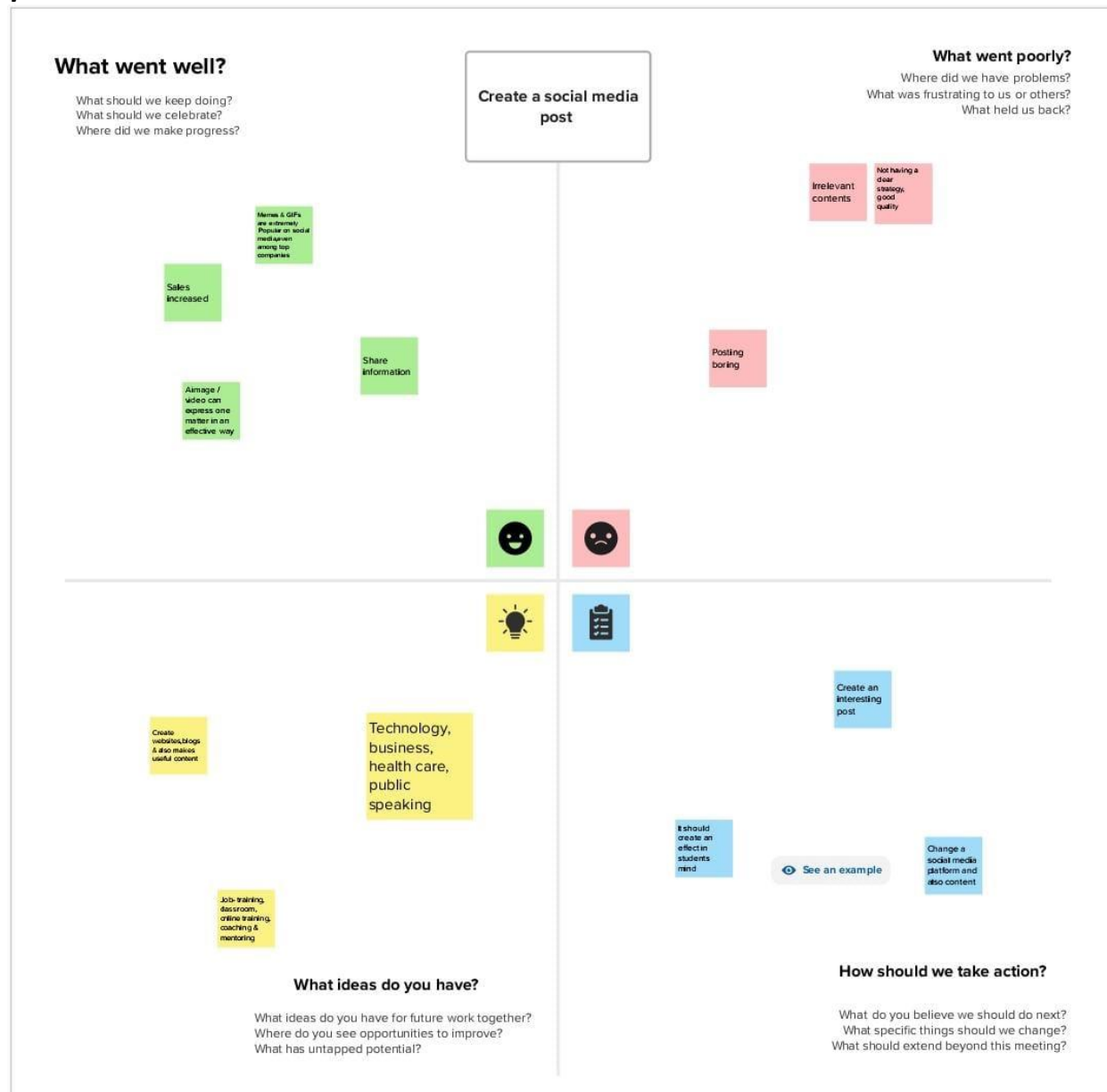
### ***Elements of a social media post:***

There are seven key elements to any social media post:

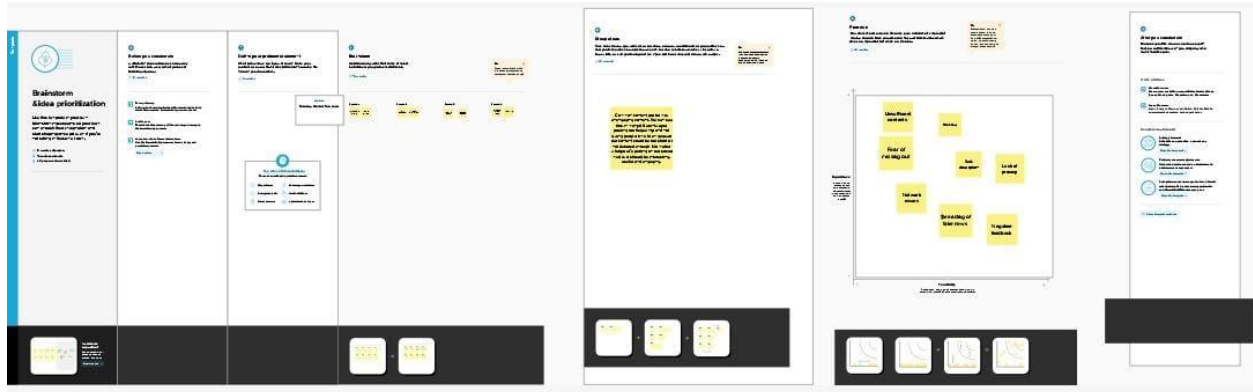
- the image,
- the filter,
- the caption,
- the location,
- the people or products that you want to tag,
- the hashtags that you want to include, and
- the time that you want to post.

First, our image is the most important element of our post.

## Empathy Map:



# Brainstorming Map:



## ***Future scope:***

The scope of social media in India is immense and increasing rapidly. It is the 10th biggest economy and also has the 2nd largest population in the world. A survey in 2019, which includes the top businesses admitted that 15-20% of their marketing budget is allocated for social media advertising.

Social media marketing in India has a fantabulous future. That's for sure. So before comprehending the scope of social media in India in the future, we must know the advantages and how can be used as a means of communication until we get a new marketing method. The global connectivity is at its peak nowadays.

***Thank you !!!***