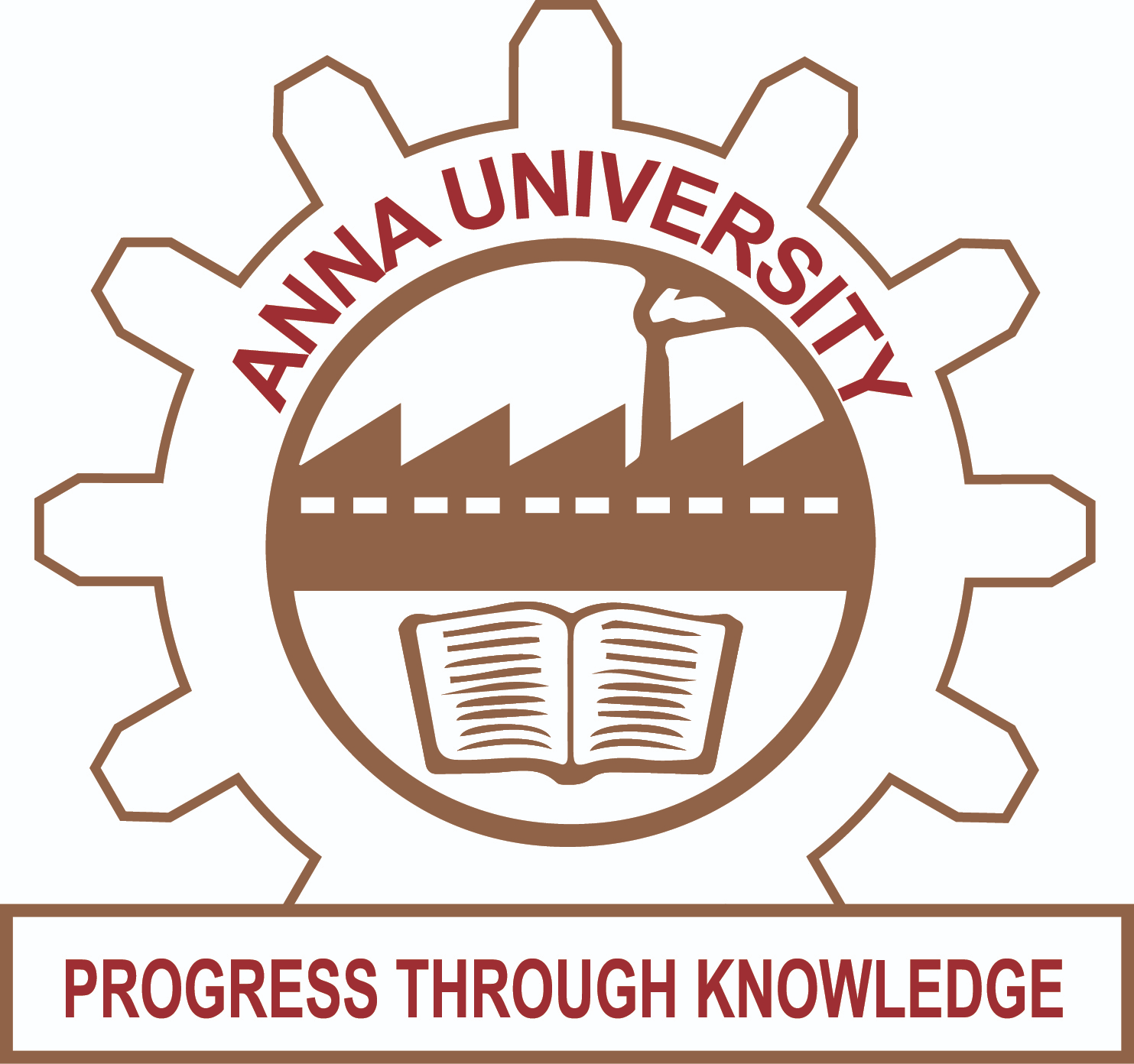
**ALAGAPPA COLLEGE OF TECHNOLOGY**

**ANNA UNIVERSITY-600025**

**Project type:**

Social ads: Create an Instagram sponsored post for your business brand.

**Project name:**

**Work Hive**

**Department:**

B.Tech-Pharmaceutical technology

**Team Details:**

| Name | Registration number | Naan Mudhalvan Id |
| --- | --- | --- |
| AVANTIKA C S | 2020308003 | 3201E9332893126B0894E5CB72F81BDB |
| HARSHNI V | 2020308014 | 3B3A645930BB0EB860844FB509D2DD88 |
| JAGADEESH SAI M | 2020308016 | 13F2B0EE464BCD68CC44344674C77A89 |
| VIDHYA R | 2020308035 | 61945CB7B54236EA61D4796ED4713D69 |

--------------------------------------------------------------

**Brand Name:** Work Hive

**Instagram Id :** <https://instagram.com/_work.hive_?igshid=OGQ5ZDc2ODk2ZA%3D%3D&utm_source=qr>

**Github :** [Harshni75/Social-Ads (github.com)](https://github.com/Harshni75/Social-Ads)

**Category:** Social Recruitment

**Target Audience:** Working Professionals

**Email :** harshnivenkatesan@gmail.com

File Upload - Instagram Sponsored Post

Upload in Instagram Business Profile and Share the links.

**Aim :** To create instagram sponsored ads for your brand and post in the official instagram account.

**Overview :** To help skillful prospective candidates to attain their dream jobs.

**Purpose :** We have chosen a project in the Community level to elevate the lives of people below the poverty line by aiding them to search a suitable job related to their set of skills using the forum Work hive.This project aims to illuminate their skills and be better in their field of expertise. Many companies that are Start-ups are also benefited by this project. To add upon, different sectors are covered in this project which includes people with different skills. The main outcome of this forum is to establish these people in their respective fields.

**Procedure:**

* Create an instagram account.
* Make it as a public account and convert it into a professional account.
* Post the sponsored poster.

**Result :** Successfully posted the sponsored ads for the brand.

**Advantages:**

* Justice for the act of remuneration.
* Helping people to stabilize their lives.
* Decline of poverty.
* Establishing and encouraging start-ups.

**Disadvantages:**

* Reaching the right audience.
* Reliability.

