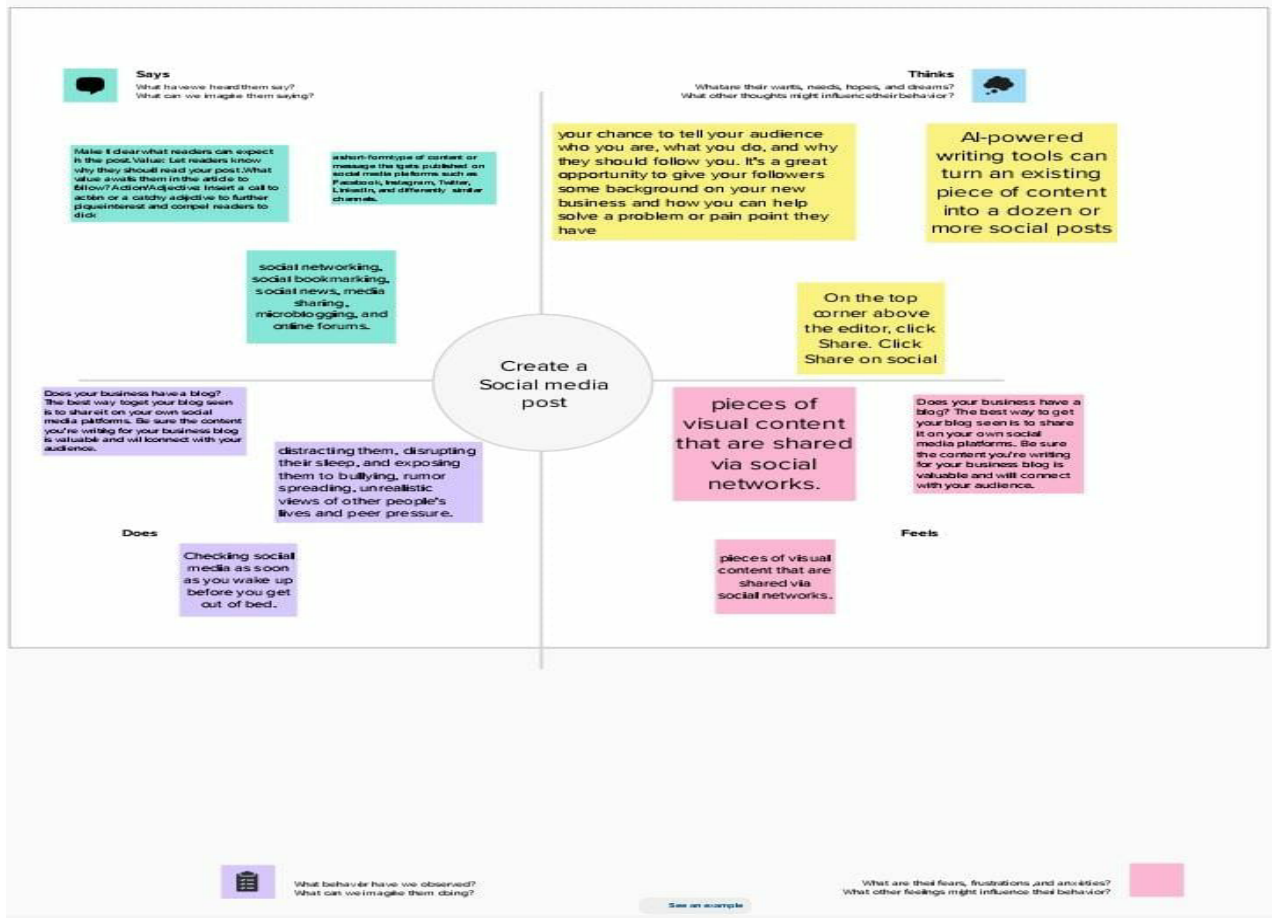# SOCIAL MEDIA POST

## INTRODUCTION

### 1.1 overview

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks
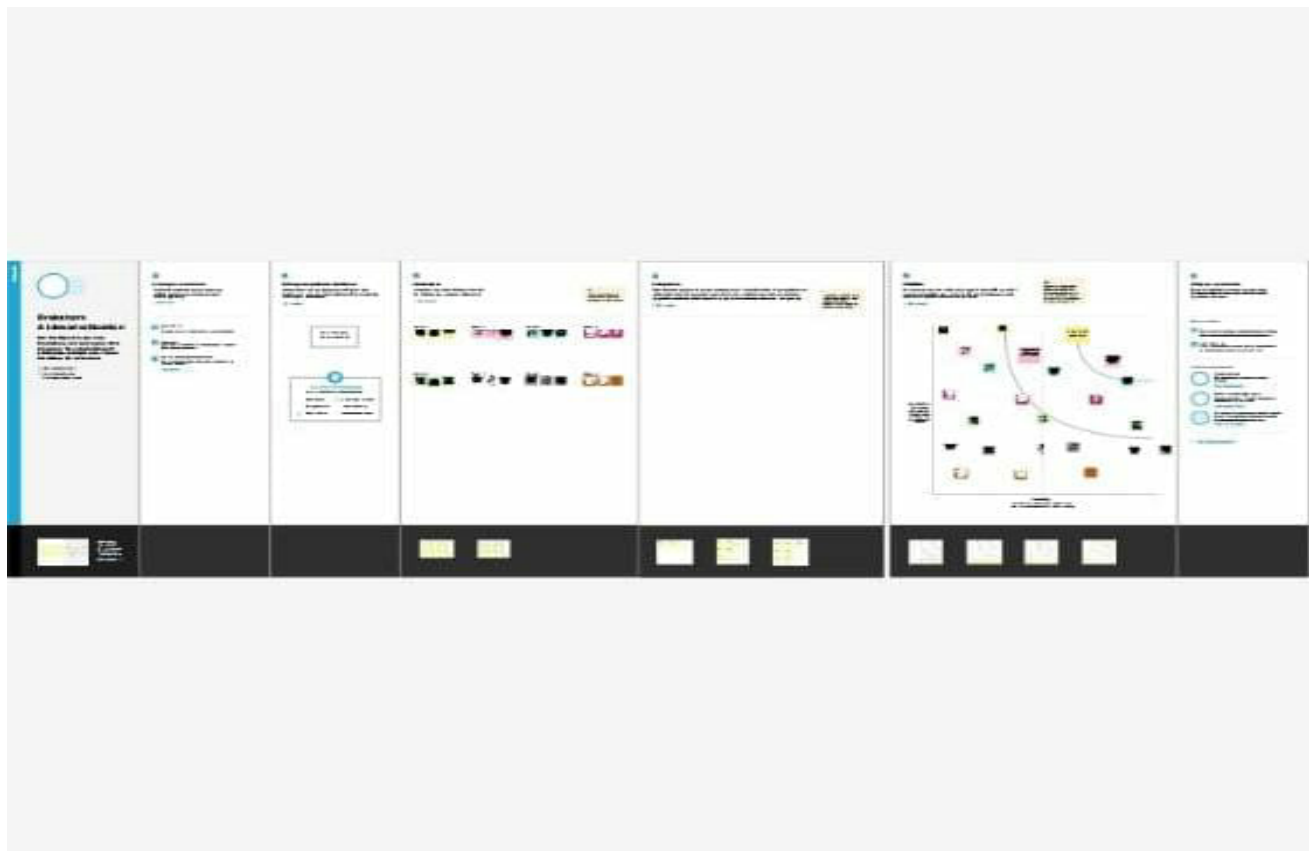
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### 1.2 Purpose

Social media is any digital technology that allows people to share ideas, information and thoughts via online communities and networks. Social media provides students with multiple ways to connect virtually with others

## 2.Problems Definion & Design Thinking

### 2.1 Empathy map

**Says**
What have we heard them say?
What can we imagine them saying?

**Thinks**
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Make it clear what readers can expect in the post. Value: Let readers know why they should read your post. What value awaits them in the article to follow? Action/Adjective: Insert a call to action or a catchy adjective to further pique interest and compel readers to click

a short-form type of content or message the is published on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and differently similar channels.

social networking, social bookmarking, social news, media sharing, microblogging, and online forums.

your chance to tell your audience who you are, what you do, and why they should follow you. It's a great opportunity to give your followers some background on your new business and how you can help solve a problem or pain point they have

AI-powered writing tools can turn an existing piece of content into a dozen or more social posts

On the top corner above the editor, click Share. Click Share on social

Does your business have a blog? The best way to get your blog seen is to share it on your own social media platform. Be sure the content you're writing for your business blog is valuable and will connect with your audience.

Create a Social media post

pieces of visual content that are shared via social networks.

Does your business have a blog? The best way to get your blog seen is to share it on your own social media platforms. Be sure the content you're writing for your business blog is valuable and will connect with your audience.

distracting them, disrupting their sleep, and exposing them to bullying, rumor spreading, unrealistic views of other people's lives and peer pressure.

**Does**

Checking social media as soon as you wake up before you get out of bed.

**Feels**

pieces of visual content that are shared via social networks.

What behavior have we observed?
What can we imagine them doing?

What are their fears, frustrations and anxieties?
What other feelings might influence their behavior?

See an example

# 2.2 Brain strom and idea prioritization

# SOCIAL MEDIA POST

## 3. Result



**SRI MEENAKSHI GOVERNMENT ARTS COLLEGE FOR WOMEN**

(An Autonomous institution affiliated to Madurai kamaraj University )

**PG and department of English**

Presents

**CULTURAL FEST 2023**

THE MANAGEMENT, PRINCIPAL, STAFF AND STUDENTS CORDIALLY INVITE FOR

**CULTURAL FEST 2023**

TO BE HELD AT 10.00 AM ON MONDAY THE 20TH NOVEMBER 2023

**At College Auditorium**

# SOCIAL MEDIA POST

4  ADVANDAGES AND DISADVANDAGES

- Easy to using this canva

- Freshers can easy to design anything inthis canva

- In this canva has many templates

- Canva was very useful to everyone

5.  CONCLUSION

I easily finish my project business card . canva is the most useful and best app for the freshers . Beacause , that has has many templates that was easy to use