PROJECT DOCUMENTATION

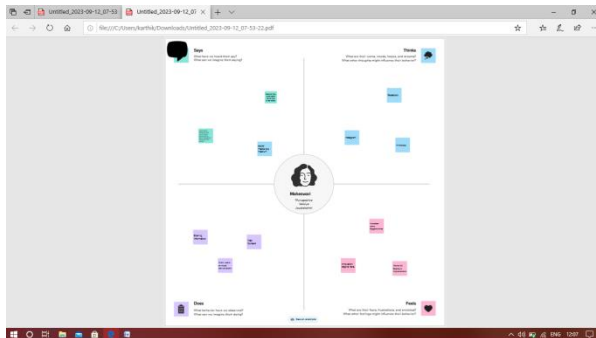## 1. INTRODUCTION

1.1 Overview

- Social media refers to the means of Interactions among people in which they create, share and exchange information and ideas in virtual communities and networks.
- A social media plan helps an organization determine their target audience, the social Networks to join, and the type of content to develop and share.
- It is a vital part of your overall marketing strategy.
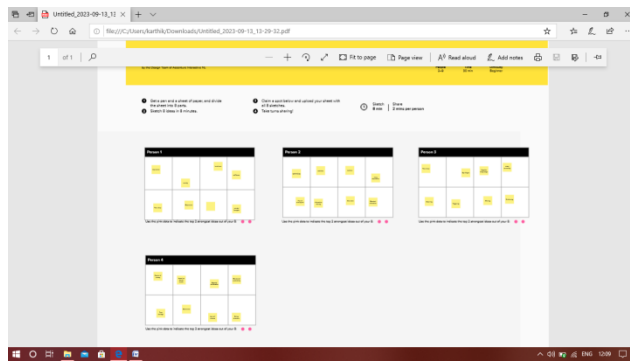
1.2 Purpose

- People are using social media for a variety of purposes. The four main uses of social media from the acronym SLIM: Sharing, learning, interacting, and marketing
- 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 (family, friends/peers, teachers, members of interest groups, and even strangers).

2. Problem Definitions &Design Thinking

2.1 Empathy Map

2.2 Ideation & Brainstorming Map

3. RESULT

4. ADVANTAGES & DISADVANTAGES

- ❖ Advantage
  - ➢ Stay updated with all the new things in the world.
  - ➢ Communicate anytime, anywhere from the comfort of your home.
  - ➢ Advertising platforms for brands to find their right-set of consumers
  - ➢ Easy to build relationships and connecting with like-minded people
- ❖ Disadvantages
  - ➢ The more time spent on social media can lead to cyberbullying, social anxiety, depression, and exposure to content that is not age appropriate.
  - ➢ Social media is addicting.
  - ➢ When you're playing a game or accomplishing a task, you seek to do it as well as you can.

5. APPLICATIONS

- ✓ Generate a theme
- ✓ Empathy map and Brainstorm content and imagery
- ✓ Create a shape proportional to your wall
- ✓ Canva's library is home to hundreds of professional designed social media layouts created by our team of awesome designers.

✓ Canva is a cloud-based graphic design tool used to create on-brand marketing content, sales presentations, training videos and more by companies of all sizes.
✓ This solution includes features such as drag-and-drop design and photo editing with access to custom fonts, frames, shapes, grids, and icons.

6. CONCLUSION

❖ Canva is an essential tool for most businesses. It is easy to use, offers a wide range of templates, is affordable, customizable, and helps businesses with their branding.