Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

Performance and Final submission Phase

Project Documentation:

- social media planning!!!
- 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.
- This is your plan for what content you plan to post, and where and when you plan to post it.
- Deciding what content to post is the most important part of your social media plan. The success of your social strategy depends on you coming up with engaging content ideas.

Social Media Design:

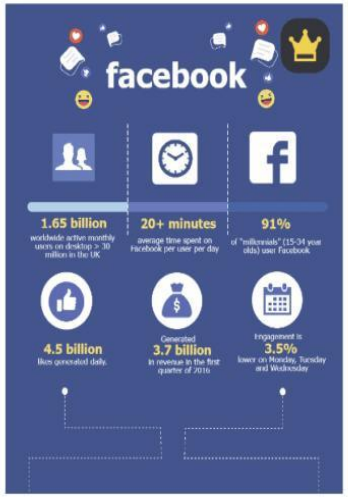
- Social media design is the practice of creating visuals for social media platforms such as Instagram, Facebook, TikTok, Twitter, and more.
- This includes posts, stories, profile images, graphics, and other visuals to help support your content strategy.
- A social media designer can create consistency for your business and significantly forge a robust and recognizable brand identity.
- They harmonize colors, logos, themes, fonts, and many other design elements across all your digital presence.
- This helps make your brand memorable and easily recognizable.

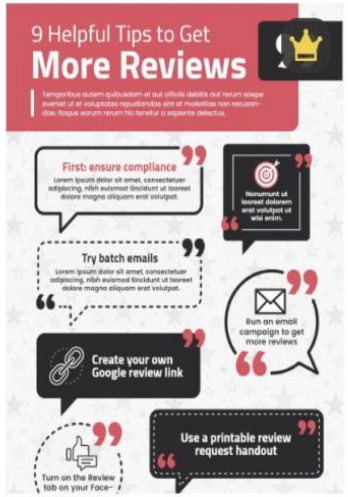
+ New Design
Dashboard
Templates
Trash

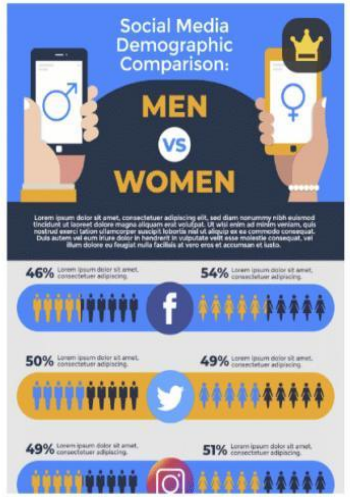
Public Templates

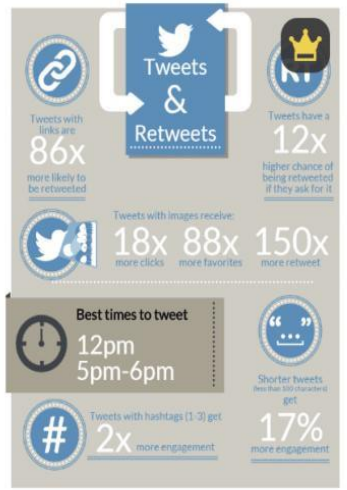
Search for Keywords

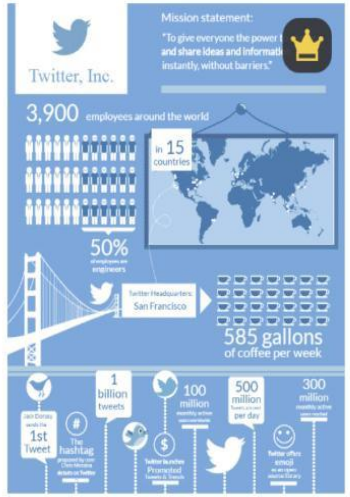
Social Media

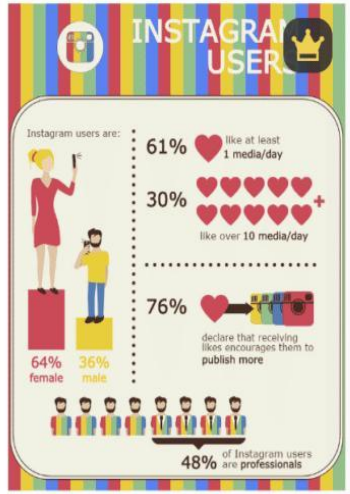












Schedule Social Media:

Name	Facebook	LinkedIn	Twitter	Pinterest	Google+
Primary audience	All	Business	Young adults	Women, foodies, crafters	Men, students, software developers
Good for what?	Sharing text, photos, video, links	Sharing news, product info, testimonials	Sharing news, text updates, links to info	Pinning photos, video, graphics	Sharing text updates, links, photos, video
Best for what?	Sharing engaging content, reaching a large audience	Thought leadership	Sharing original and curated content	Sharing products, how-to/tips, e-books	Increasing your searchability and expertise

Product Documentation :

- Social media was set on its mission to conquer the world in the 90s. This is when internet relay chats were developed and became available to the general public.
- First blogs appeared in the late 90s and blogging started gaining popularity quickly.
- But the true revolution happened in the mid-'00s with players like Facebook and Twitter entering the scene.

- Social media is not so much about text as it is about photos, memes, gifs, and videos.
- This trend has a simple explanation - reading text requires more time and mental resources.
- If faster ways of transmitting an idea to readers can be implemented in a help topic, you should definitely use them. However, omitting text altogether would be wrong.
- We advise adding visual elements to help topics and using text as an additional means to explain and elaborate.

Project Demo Planning:

Voice Characteristics	Description	Do	Don't
Passionate	We're passionate about changing the way the world works.	Use strong verbs. Be champions for (industry). Be cheerleaders.	Be lukewarm, wishy-washy. Use passive voice.
Quirky	We're not afraid to challenge the status quo and be ourselves.	Use unexpected examples. Take the contrarian view point. Express yourself.	Use too much slang or too many obscure references. Use jargon, overplayed examples. Lose sight of the audience and the core message.
Irreverent (secondary characteristic of quirky)	We take our products seriously; we don't take ourselves seriously.	Be playful. Use colorful illustrations or examples.	Be too casual. Use too many obscure pop-culture examples.
Authentic	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	Be honest and direct. Own any issues or mistakes, and show you will address them. Stick to your word.	Use too much marketing jargon or superlatives. Overpromise. Oversell the product's capabilities.

Source: Content Marketing Institute

Communication:

- 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.

Project Demonstration Of Proposed Features:

- Easy and interactive UI/UX.
- Consistent and clear design.
- Two factor authentication.
- In app messaging and video calling.
- Exclusive in app communication features.
- Content Moderation Techniques.
- Forums and cross platform compatibility.

Scalability And Future Plan:

- Scalability and future plan :
- Scaling your social media means increasing the amount of content you post, or widening your reach by expanding your presence to more channels, based on a strategy

SCALABILITY PLAN

A Sustainable, Scalable Business

Team Involvement In Demonstration:

- Listen to others and take their ideas on board.
- Play an active part in creating a positive energy and atmosphere during the project.
- Support any fellow students who need extra support, and take instruction well from team leaders.
- Take responsibility for your tasks in a project.
- The benefits of team building include increased communication, planning skills, employee motivation, and employee collaboration.

- **What are the 4 main types of team building activities?**
- Personality Based Team Building Techniques. Including MBTI, DISC, HBDI, TMS. ...
- Activity Based Team Building Techniques. ...
- Skills Based Team Building Techniques and Programs. ...
- Problem-Solving Based Team Building Activities and Initiatives.

Employee Involvement Balanced Scorecard with Summary

Dimension Summary

Job	Team	Management	Organization
77%	87%	91%	95%

Highest Score

- 97% Contribution to the Team Efforts
- 93% Add text here
- 91% Able to Motivate Team During Work
- 83% Add text here
- 92% Fulfil all Goals and Deadlines

Lowest Score

- 58% Attends office daily and is punctual
- 60% Add text here
- 59% Professionalism in attitude & appearance
- 64% Add text here
- 59% Turnover rate is good