**Assignment 1: Strategic Content Plan for Social Media (1 Month)**

**Week 1: Awareness Week**

* **Goal**: Introduce the brand/products/services and establish an online presence.

| **Day** | **Content Type** | **Topic/Theme** | **Visuals** | **Platform** | **Audience** |
| --- | --- | --- | --- | --- | --- |
| Mon | Video Post | Brand Intro | 1-min promo video | Instagram, Facebook | General audience |
| Wed | Infographic | Service/Product Features | Infographic on key features | LinkedIn, Twitter | Professionals |
| Fri | Image Post | Behind the Scenes | Photo of team at work | Instagram, Facebook | Younger audience |

**Week 2: Educational Content**

* **Goal**: Educate the audience about the industry and your products.

| **Day** | **Content Type** | **Topic/Theme** | **Visuals** | **Platform** | **Audience** |
| --- | --- | --- | --- | --- | --- |
| Mon | Blog Post | Industry Trends | Blog summary graphic | LinkedIn, Twitter | Industry experts |
| Wed | Short Video | How-to Guide | Tutorial video (30 secs) | Instagram, YouTube | Millennials/Gen Z |
| Fri | Infographic | Benefits of the Product | Step-by-step graphic | LinkedIn, Facebook | Professionals |

**Week 3: Engagement Week**

* **Goal**: Engage with the audience and encourage interaction.

| **Day** | **Content Type** | **Topic/Theme** | **Visuals** | **Platform** | **Audience** |
| --- | --- | --- | --- | --- | --- |
| Tue | Poll | Product Feature Poll | Custom poll graphic | Instagram Stories, Twitter | General audience |
| Thu | User-Generated Content | Repost User Feedback | User’s product photo | Instagram, Facebook | Younger audience |
| Sat | Short Video | Q&A Session | Quick response video | Instagram, YouTube | All demographics |

**Week 4: Conversion Week**

* **Goal**: Encourage conversions and direct sales.

| **Day** | **Content Type** | **Topic/Theme** | **Visuals** | **Platform** | **Audience** |
| --- | --- | --- | --- | --- | --- |
| Mon | Case Study Post | Customer Success Story | Video testimonial | LinkedIn, Facebook | Professionals |
| Wed | Promotional Video | Limited-time Offer | Promo video (30 secs) | Instagram, YouTube | Millennials/Gen Z |
| Fri | Image Post | Call to Action | Custom image promoting sale | Twitter, Instagram | All demographics |

**Reasoning:**

* **Instagram, YouTube** for younger audiences (focus on short, engaging content).
* **LinkedIn, Twitter** for professionals (informative, educational content).
* The mix of **videos, infographics**, and **photos** caters to the platform-specific audience needs, keeping content varied and engaging.