

Day 6 – Social Media Marketing (SMM)

Topic: Introduction to SMM

Social media marketing was the focus of today's training. We explored how platforms like Facebook, Instagram, LinkedIn, and X (Twitter) can be used for brand promotion.

The mentor explained **organic vs paid social strategies**, **content scheduling**, and the importance of audience engagement through analytics.

Practical Work / Activities:

- Analyzed social media campaigns of popular brands.
- Designed a sample post using Canva.
- Created a one-week social media content calendar.

Key Takeaways:

- Understood how social platforms impact brand visibility.
- Learned basics of engagement metrics (likes, reach, impressions).
- Realized how consistency improves follower trust.