

# Social Media Intern Task

## Goal

MoveUpward (<https://moveupward.in/>) is starting its social media presence from scratch. The goal of this task is to see how well you can choose the right platforms, spot good examples, and create basic content for the brand.

## Instructions

### 1. Choose the Right Platforms

Decide which social media platforms would work best for MoveUpward. Focus on 2-3 options (for example: Instagram, LinkedIn, Facebook, etc.).

*Explain in 1-2 sentences for each platform why it fits MoveUpward (think about the website, target audience, type of content that does well there).*

### 2. Find Good Competitors

Look for 1 or 2 other social media accounts or brands similar to MoveUpward that you think have great content and engagement.

*List their usernames or account names and write a short note (1 sentence per account) on what you like about their content.*

### 3. Make Three Sample Posts

Create one infographic, one carousel post, and one reel for MoveUpward.

- These should be your original ideas.
- You can use design tools like Canva or Figma.

*Share links to edit your designs so we can see your process.*

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## How to Submit

- Collect all of your explanations and post links in one PDF file.
- Name the file in this format: Firstname\_P1.pdf (for example, Priya\_P1.pdf).
- Double-check that all your links are working and can be edited.