

## **EXPERIMENT NO- 8**

**AIM:** To Design the creative content for promotion of your business on social media

**RESOURCES REQUIRED:** Windows/MAC/Linux O.S, Compatible version of Python.

### **THEORY:**

Social media marketing can help increase brand awareness, brand recognition, and sales while improving your relationships with customers. A quality social media content plan can help you earn more followers and reach more people. When used correctly, social media marketing can help take your brand to the next level by reaching customers where they spend their time online.

Social media content should be included in your digital marketing strategy because it's a cost-effective marketing tool that allows small businesses to compete with large corporations and form long-lasting relationships with customers. Social media allows your brand to showcase its unique personality, but your followers still expect quality content that's engaging and can inform and educate them about your industry, brand, and products.

Social media can increase the traffic your website receives, and it's an essential sales tool. The more you increase your visibility online, the more opportunities you have to convert visitors into loyal customers. Every post you create is a new opportunity to advertise your business, but your content plan should include a healthy mix of promotional and educational or engaging posts that can attract more customers.

#### **What is a social media content plan?**

Creating good social media content requires a plan. A social media content plan is part of your overall marketing strategy; it helps you effectively plan the types of content you post on different social media platforms depending on your audience. A content plan should consist of the use of multiple types of content, including videos, blogs, eBooks, videos, and content developed just for stories.

Depending on the types of social media platforms you use, you should also plan your captions or post copy. For example, if you plan to post a photo of a customer using your product, you'll need to tell your audience what's happening in the photo to help them understand the content you're showing them. Captions are also a great way to connect with your audience because you can ask them to leave comments or send shoutouts to individuals in your photos. Social media content plans are necessary because they help you see all the types of content you're sharing over the course of a month. They can also help you plan for the future. For example, if you're planning a product launch, you can look at your social media content plan to determine the types of content you should create to announce the new product.

Steps to create a social media content plan:

1. Learn about your audience
2. Set goals
3. Perform competitive analysis
4. Gather content
5. Develop a content creation plan
6. Create a calendar
7. Evaluate content

Types of social media content to produce

- |  |                           |
|--|---------------------------|
| Written posts, blogs, articles, guides, and more | Links to external content |
| Electronic books (eBooks)                        | Video Stories             |
| Links to external content                        | Announcements             |
| Images   |                           |
| Videos   |                           |
| Video Stories                                    |                           |
| Live Videos                                      |                           |
| Infographics                                     |                           |
| Testimonials and reviews                         |                           |
| Announcements                                    |                           |
| Contests   |                           |

## **IMPLEMENTATION:**



**Fig. Social Media Announcement Post for Hiring Graphic Designer**

Mon, 10 April 2023

# WORLD NEWS

## A GREEN INDIA FOR ALL: AN ASPIRATION

As India's green energy sector prepares to leap forward, it is worth examining the landscape and charting out the path ahead. Reforms in this sector have been on-going for over a decade and the total installed capacity from renewable sources has doubled in the last five years, touching the 100 GW mark this August. The Prime Minister also recognised a need for 'Sabka Prayas', i.e., participation from the industry and from local governments and communities. This requires challenging the status quo of policy implementation and starting with the grassroots, instead of highly developed regions.

### Sabka Saath, Sabka Vikas!

Local communities are brimming with the potential for transformation. Launched under the umbrella of 'Sabka Saath, Sabka Vikas', the Aspirational Districts Programme focuses on participation of all in the nation's economy.

[www.niti.gov.in](http://www.niti.gov.in)



### Advantages of solar energy

On the basis of the maturity and feasibility of green energy technologies, the interventions should begin with solar energy. The advantage with solar energy lies in India's geography and the innovative solar cells. Solar farms can be set up even in small sizes. This increases availability and reduces transmission costs. Despite these advantages, the uptake of solar energy has been slow.



Fig. Social Media Article on Green India



# PROGRAMMING

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**Fig. Social Media Post on Online Course**

**CONCLUSION:** Hence, we have successfully studied to Design the creative content for promotion of your business on social media