Project: Social Media Management for a Brand

Social Media Posts

Instructions: Use this template to add responses to the task, **Create Social Media Posts.**

Post 1

Platform (Choose one: Instagram/Facebook)	
Post type (For example: Image Post / Quote / Product Showcase / Story Teaser / UGC Highlight)	
Primary goal (For example: Brand Awareness / Engagement / Website Traffic / Product Launch / Community Building)	
Target audience (Briefly describe the audience you're targeting)	
Caption (Text of the post) (Write the exact caption used in your Canva design)	
Justification (Explain your content choices – visual style, alignment with goal, audience relevance, tone, platform suitability, etc.)	

Post 2

Platform (Choose one: Instagram/Facebook)	
Post type (For example: Image Post / Quote / Product Showcase / Story Teaser / UGC Highlight)	
Primary goal (For example: Brand Awareness / Engagement / Website Traffic / Product Launch / Community Building)	
Target audience (Briefly describe the audience you're targeting)	
Caption (Text of the post) (Write the exact caption used in your Canva design)	
Justification (Explain your content choices – visual style, alignment with goal, audience relevance, tone, platform suitability, etc.)	