# 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.) |  |