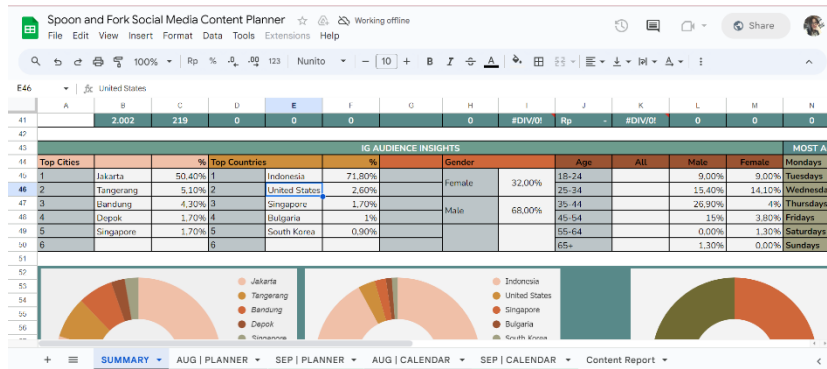


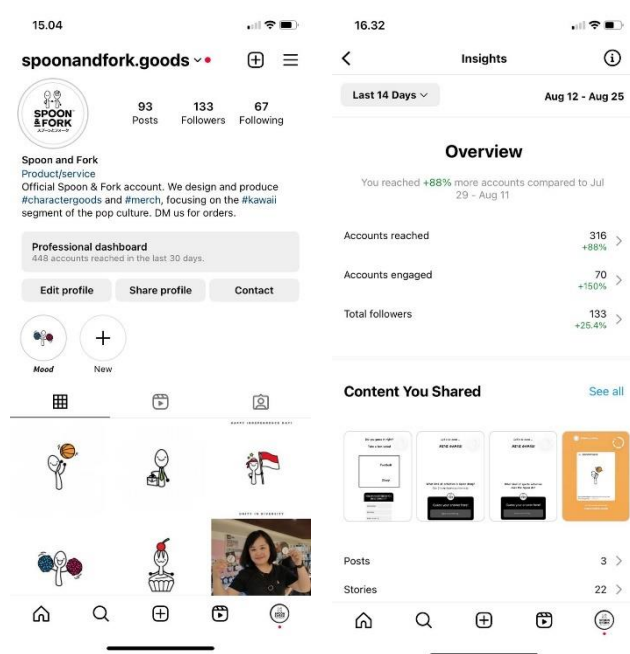
Project Name	Project Description
Spoon and Fork Goods	For one month, my team and I will be leading an Instagram takeover for a micro, small, and medium enterprise (UMKM) called Spoon and Fork (username: @spoonandfork.goods). Spoon and Fork is a UMKM that offers various types of merchandise, such as keychains, tote bags, pins, and die-cut stickers, featuring the Spoon and Fork character as their main mascot. Throughout their endeavor, S&F has been less active on their Instagram , relying mainly on conventional media for product marketing . Their primary objective is to raise awareness about their products among the public, with a target of increasing followers by 100% from their initial count of 98 followers, while also making their Instagram account more dynamic and interactive . While maintaining the core concept of the brand, which is simplicity and bringing happiness to everyone, the Cuteleries team is planning content and designing campaigns to enhance engagement and brand awareness.
Project Year	
2023	
Position	
Social Media Specialist	
Tools	Performance Results
Social Media, Meta Business, Microsoft Excel	This project is currently ongoing (August - September 2023). Over approximately 2 weeks of the Instagram takeover for Spoon and Fork, we managed to achieve a 77% increase in impressions , a 247% increase in content interactions , a 25.4% growth in followers , an 88% reach of accounts , and a 150% growth in engaged accounts compared to the two weeks prior (July 29 - August 11). In order to boost followers and awareness in line with the brand owner's targets, we are planning to conduct a giveaway with a one-week timeline.
Skills	
Project Planning, Digital Marketing, Social Media Management, Content Planning	The primary colors of the Spoon and Fork brand are black and white, reflecting their core themes of simplicity, everyday life, and bringing joy to their followers. The brand owner aims to maintain the uniqueness of their character and their simple Instagram feed. As a result, our team has utilized engaging copywriting to interact with the audience and bring happiness, also providing a Spotify playlist to lighten up the audience's mood . In my role as a social media specialist, I am responsible for content planning, designing, and executing campaign plans, as well as conceptualizing content ideas.
Documentation Link	
https://drive.google.com/drive/folders/1_n2t9e0iz7AnCNEHF RDnMRNKVEvITGdy?usp=s haring	



SOCIAL MEDIA CONTENT PLANNER

CONTENT PILLARS			YEARLY GOALS & ACHIEVEMENTS
Pillars	Description	Color Code	#
1 Educational	Ide konten berupa edukasi.		1 Meningkatkan brand recall
2 Promotional	Ide konten berupa promosi produk dari SH-		2 Meningkatkan brand recognition
3 Conversational	Ide konten berupa ajakan untuk berinteraksi.		3 Meningkatkan brand awareness
4 Entertainment	Ide konten berupa hiburan.		4 Meningkatkan brand popularity
			5 Meningkatkan brand engagement
			6
			7
			8
			9
			10

SUMMARY | AUG | PLANNER | SEP | PLANNER | AUG | CALENDAR | SEP | CALENDAR | Content Report



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