

Section	Content <i>Major Weeked News</i>
Short Brand Overview.	<p>Nike, Inc. is a leading American multinational corporation known for designing, manufacturing, and marketing innovative sportswear, footwear, and equipment worldwide. Founded in 1964 by Philip Knight and Bill Bowerman, Nike has become a global icon in athletic and lifestyle apparel. Headquartered in Beaverton, Oregon, the brand continues to push boundaries under the leadership of CEO John Donahoe.</p>
5 Creative Social Media Post Ideas for Nike's Instagram	<p>Post 1 – Athlete Spotlight Video Reel: 🎥 “Fuel your ambition. Watch how champions rise. 🏆💪 #JustDoIt”</p> <p>Post 2 – Behind-the-Scenes of Sneaker Design: 📷 “From sketch to sole—get a first look at our design magic. 🖋️👟 #BuiltByNike”</p> <p>Post 3 – Motivation Monday Graphic Quote: 🖼️ “‘Greatness is not born. It’s made.’ What are you chasing this week? 🚀 #MoveWithPurpose”</p> <p>Post 4 – Throwback Thursday – Iconic Air Max Evolution: 📅 “From 1987 to now—Air Max changed the game. Which one’s your favorite drop? 🔥👟 #TBT #NikeHeritage”</p> <p>Post 5 – Story Poll – Choose Your Fit: 📱 “Choose your style: Street-Hype 🗨️ or Track-Ready 🏃‍♂️? Tap to vote and show us your mood this week. ⚡👕”</p>
One-Week Instagram Content Plan	<p>Monday: Graphic Post – Motivation Monday Quote – “‘You don’t need limits. You need goals.’ 🧠 What are you chasing today? #JustDoIt”</p> <p>Tuesday: Reel – Training Tips with Athlete – “Train like a pro. Swipe up your performance game 🌟👟 #DoneInNike”</p> <p>Wednesday: Image Post – New Product Drop (Sneakers) – “Fresh, fast, and fearless. Drop day is here 🔥 #NikeDropWednesday”</p> <p>Thursday: Carousel Post – History of Nike Logo (Timeline) – “From the Swoosh start to a global symbol 📖👉🌍 #NikeEvolution”</p> <p>Friday: Video – User-Generated Fan Challenge – “This week’s Just Don’t Quit winner is... YOU. 🏆 Keep tagging us! #nikechallenge”</p> <p>Saturday: Story – Poll + Countdown: Product Tease – “Something BIG is landing... 🔥 Which colorway are you hoping for?”</p> <p>Sunday: Reel – Sunday Recovery Tips – “Recovery mode: ON. Relax like a champion 🧘‍♂️💤 #NikeLife”</p>
10 Trending Hashtags Relevant to Nike	<p>1. #JustDoIt 2. #Nike 3. #Sneakerheads 4. #NikeRunning 5. #FitnessMotivation 6. #AthleteLife 7. #NikeTraining 8. #AirMax 9. #StreetStyle 10. #SportStyle</p>

Metric	Target Value	Actual Value	Notes
Total Views	50,000	47,800	Slightly below target
Total Likes	4,000	4,250	Exceeded target
Comments	500	520	Positive audience engagement
Shares	300	280	Slightly below target
Engagement Rate (%)	8%	8.5%	Above expected
New Followers Gained	1,000	1,150	Growth trend is positive