# WEEKLY REPORT

WEEK - 6 (From Dt. 15/07/2025 to Dt. 20/07/2025)

## Objective of the Activity Done:

To create and manage a 6-day social media content schedule for Honda, focusing on brand awareness, customer engagement, product promotion, and sustainability storytelling.

## Detailed Report:

* • Developed a creative Instagram post introducing Honda’s innovative legacy and engaging the audience.
* • Promoted the Honda Civic’s latest features using visually appealing media and targeted hashtags.
* • Explained the Adaptive Cruise Control feature through a post, increasing awareness of safety technology.
* • Designed a themed Independence Day campaign aligning Honda with national pride and travel freedom.
* • Published a customer testimonial post, enhancing trust and leveraging real-user content.
* • Posted a sustainability-themed story on Honda hybrids, emphasizing eco-conscious values and technology.