

Social Media & Marketing Task

Strategy for Promoting Team AutoZ Event

As part of the recruitment process for Team AutoZ, this task will assess your ability to craft a comprehensive and effective **social media strategy** for promoting an event hosted by our team.

Event Overview (*Example for the task, feel free to create your own or adjust*):

- **Event Name:** Autonomous Innovations Expo 2024
- **Date:** November 15, 2024
- **Location:** VIT Vellore Campus, Auditorium Hall
- **Event Description:** A one-day expo showcasing the latest innovations in autonomous technology and robotics, including Team AutoZ's flagship projects such as Pratham and Quibi. Industry experts from sponsors like **NVIDIA** and **Wipro** will be keynote speakers, and students will have the opportunity to interact with professionals in the field.

Task Objective:

Your task is to develop a **detailed social media strategy** that will drive awareness, increase registrations, and create buzz for the Autonomous Innovations Expo 2024. You should outline your plan for building engagement in the week leading up to the event and on the event day itself.

Task Guidelines:

- **Campaign Goals:**
 - **Event Awareness:** How will you ensure students, faculty, and tech professionals know about the event?
 - **Registrations:** What tactics will you use to encourage people to sign up for the event?
 - **Engagement:** How will you keep the audience engaged throughout the campaign and up to the event day?
- **Target Audience:**
 - Identify and describe the **target groups** you aim to reach (e.g., students, faculty members, industry professionals).
 - How will you tailor content to these different groups to make the campaign more effective?
- **Platforms:**
 - Choose the most suitable **social media platforms** for the campaign (e.g., Instagram, LinkedIn, Facebook, Twitter).
 - Explain **why you chose these platforms** and how each platform will serve a specific purpose (e.g., Instagram for visuals, LinkedIn for professional outreach).
- **Content Calendar:**

- Outline a **week-long content calendar** for the campaign, describing the type of posts that will go live on each day.
- For each day, explain the **content theme** (e.g., teaser posts, event countdowns, speaker highlights).
- Include specific ideas for engagement (e.g., polls, stories, Q&A sessions, countdown timers, or event reminders).
- **Key Messages:**
 - What are the **main messages** you want to convey about the event?
 - Detail how these messages will vary across platforms and target audiences.
 - Provide sample **headlines** or slogans you plan to use to capture attention (e.g., “Join the Future of Mobility!”).

Submission Requirements:

- Submit a **PDF document** outlining your complete social media strategy for the event.
- The document should be well-structured, covering each of the elements above.
- Ensure clarity, detail, and creativity in your approach to developing an engaging and results-oriented campaign.

Evaluation Criteria:

- **Strategy Coherence:** How well thought out and detailed the overall strategy is.
- **Creativity and Originality:** Innovative ideas and tactics that will make the event stand out on social media.
- **Audience Understanding:** Clear understanding of the target audience and how to engage them effectively.
- **Feasibility and Impact:** The practicality of your proposed strategy and its potential impact on event success.

We're excited to see your creative and strategic approach to promoting this important event for Team AutoZ. Good luck!