

# SOCIAL MEDIA TEAM TASKS

## About This Selection

We're looking for creative, strategic thinkers who understand how social media actually works. These tasks will help us evaluate your writing, creativity, and understanding of what makes content reach more people. There are no perfect answers, we want to see how you think.

## Task 1: LinkedIn Post Draft

Write a professional yet engaging LinkedIn post promoting our upcoming workshop.

### Workshop Details:

- **Topic:** Agentic AI
- **Date:** 6th & 7th March 2026
- **Venue:** KVR Hall
- **Timings:** 10 AM – 1 PM

### Guidelines:

- Keep it under 120 words
- Make it professional but friendly
- Include a clear call to action that makes people want to register
- Refer to our LinkedIn page to understand our tone and structure

## **Task 2: Reel Ideas + Hashtag Strategy**

### **Part A: Reel Concepts**

Pitch 3 Instagram Reel ideas to promote the Agentic AI Workshop.

For each reel, include:

#### **1. Hook (first 2 seconds)**

What grabs attention immediately? This is the make-or-break moment.

#### **2. Content breakdown**

What's shown on screen? What's spoken or written as text overlay?

#### **3. Why it works**

How does this idea drive engagement (saves, shares, comments, watch time)?

### **Part B: Hashtag & SEO Strategy**

**Hashtags:** List 5 hashtags you'd use for the reels.

**SEO Keywords:** List 10 keywords that could help the content get discovered.

Use a mix of broad reach, niche tech, and local/college-relevant terms.

**Include a 1-line explanation** of your overall strategy—why did you pick this combination?

## Reference Links

- LinkedIn Page: [Linkedin](#)
- Instagram Page: [Instagram](#)

Use these to understand our current tone, style, and content structure.

## Submission Instructions

- Submit your work as a single PDF file
- Name your file: Rollnumber\_SocialMedia\_Task.pdf  
Eg: 1608-25-733-020\_SocialMedia\_Task.pdf
- Upload it to the Google Drive link provided: [Google Drive](#)
- Include your name, branch and section, roll number,
- email, and phone number at the top of your PDF

**Deadline: 27<sup>th</sup> Feb, 2026 9 am.**

**Good luck! We're excited to see your ideas.**