

SIRXMKT002 Use social media to engage customers

Practical Assignment

Task 1:

Research **four social media platforms** and select two platforms you feel would be the best for use, appropriate to your business needs and target customer

Use the above two social media platforms to engage the customer by:

- a) curating and posting written and visual content appropriate to the target customer
- b) promote one organisational marketing activity
- c) respond to any two of the following types of customer social media posts:
 - customer reviews
 - user generated content
 - questions
 - complaints

Task 2

review effectiveness of social media platform across a **Two Week** period by:

reporting on overall social media activity on that page

- how many posts
- how many total likes
- how many comments
- how many shared posts
- any change in numbers of followers/subscribers

Task 3

Make at least **one recommendation** for continuous improvement of social media use for your assigned business.

Task 4

Show an example of each of where you have Created a Social Media Post using a:

- Photo
- Video
- Meme

(include a screenshot)

Task 5

On a social media platform of your choice, Create a promotional post for a product of your nominated business.

**Assignment is to be submitted as a report or portfolio with evidence of Task completion,
prior to commencing next Unit.**