

## **ABSTRACT**

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### **SOCIAL MEDIA MANAGEMENT FOR CLIENT AT TXT CREATIVE**

*While working on an internship program at TxT Creative, intern works under the supervision and guidance of the Digital Content Creator Manager. In internship program, intern directly involved in social media management activities for clients of the TxT Creative. Intern conduct various works such as social media admin activities, social media content planning, social media content planning implementation, making monthly social media evaluations, campaign planning, campaign planning presentations, campaign implementation, campaign evaluation, and contacting Key Opinion Leaders. Social media management is important for an organization to increase interaction with their audiences. While working on an internship program, intern is involved with six clients from TxT Creative, namely product such as Kopiko78, Torabika Cappuccino, Roma Sari Gandum, Slai Olai, Wowteg and Gulu Gulu. In each client's social media management activity, intern has different activities for each client. During three months of doing While working on an internship program, intern succeeded in learning and gaining experience regarding social media management in each organization. In addition, intern also gain experience related to how a digital-based content strategy must always be updated during times.*

*Keywords: Social Media Management, Content Creation, Campaign, TxT Creative, Social Media*