

ABSTRACT

Raihan Malik Hardiansyah (2018041020)

SOCIAL MEDIA MANAGEMENT AND KEY OPINION LEADER IN HATCHNESIA

While carrying out professional work in Hatchnesia, the intern works under the guidance and supervision of the Hatchnesia Community Lead. The intern works as a social media specialist who has the task of planning social media content, managing company social media accounts, creating and writing content, providing direction to designers on visual content to be created, finding and contacting Key Opinion Leaders, responsible for Key Opinion Leader for the brand that is being handled so that the targeted audience is right on target and in accordance with the persona owned by the brand. And the intern also has a role related to designing the planning and distribution of marketing campaign content on the client's social media by studying the characteristics and behavior of the audience for the purposes of a campaign. During his professional work activities, the intern was involved with as many as four clients from Hatchnesia, namely making campaign plans. In this plan, the intern helps plan social media for clients such as Florence, Vicks, Fortifit, and BAZNAS. In each activity carried out, the intern gains experience and knowledge about managing social media for three months doing professional work. In addition, the intern also gains experience on how to create a campaign planning strategy and create pitching materials for clients that match the persona of the brand.

Keywords: Social Media Management, Campaign Planning, Social Media Specialist, Key Opinion Leader, Hatchnesia