

ABSTRACT

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SOCIAL MEDIA CREATIVE CONTENT PLANNING FOR NAISU STUDIO CLIENTS

Doing Internship at Naisu Studio for three (3) months as a content specialist adds a lot of knowledge and experience to Practicing. Planning creative social media content for Naisu Studio clients requires Practitioners to carry out several stages from research to brainstorming to create quality content for clients. After brainstorming and finding a solution, Naisu Studio will bring the results of the brainstorming to the client and present the big idea, monthly campaign and key visuals. Once approved by the client then all the big ideas are ready to be reduced to some content and ready to be produced. Practitioners are also responsible for planning TikTok creative content and Instagram Mandiri Update Creative Content Management. doing creative content planning for social media for clients allows Practitioners to also find out how a brand or company likes the content to be selected on their TikTok and learn what content is allowed and not allowed to be displayed on the social media of brands or for their social media companies. working as a content specialist at the agency allows Practitioners to build good relationships and closeness between teams. Practitioners must be able to coordinate with leads, mentors, copywriter and graphic design teams in directing content ideas. Practitioners can also master to provide ideas that are out of the box and think quickly because they are motivated by the deadline for collecting ideas.

Keywords: Content Specialist, Creative Content, Social Media