

## **ABSTRACT**

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*Practising three months of Professional Work at PT Media Nusantara Citra, precisely in the Corporate Secretary Division as a social media specialist. When a practicing person becomes a practicing social media specialist given the opportunity to manage three social media accounts, the practice goes through the stages of planning, production, and implementation. In this case, the practice has a target for the platform to the company, namely to develop strategies so that it can create profits, grow the company's long-term prospects, and get a wide reach from the audience. Competitors are also a practical benefit point for managing social media, from research through the accounts of practical competitors get new innovations which are then produced according to the planning that has been made by the practice and get the approval of two parties. The learning gained by practice during the Professional Work to become a social media specialist is that as a social media specialist not only pays attention to phenomena that have high news value, but also must pay attention to policies and ethics in social media, and must be fully responsible for the content that has been planned and produced. In carrying out this field of work, practice also practices theories during lectures related to the field of work as a social media specialist. one of them is the Online Public Relations course which studies social media management.*

**Keywords:** Social Media Specialist, MNC Media, Socmed MNC, Social Media Management