

ABSTRACT

Anne Inayah Salsabila (2019041083)

SOCIAL MEDIA CONTENT MANAGEMENT ACTIVITIES AT AGENCY SUVARNA.ID

Doing an internship (KP) at Suvarna.id as a Social Media Strategist who is responsible for campaign planning, social media content planning, social media content production, making analysis and conducting weekly meetings. As a Social Media Strategist, interns are required to have various skills such as analytical skills, mastering SEO, copywriting skills and being able to coordinate with other teams or divisions. In managing social media contents, interns pass through various stages from pre-production, production to post-production. Not only that interns is also required to have video editing skills and be able to work with creative ideas and be responsive in doing all their work. By doing an internship (KP) interns can find out and learn the importance of media for digital public relations activities such as Suvarna.id as a digital agency. Interns are also given space to channel their interest and creative ideas in creating content.

Keywords: Social Media Strategist, Suvarna.id, Social Media Content Management, Analysis, Pre Production, Production, Post-Production