

ABSTRACT

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ACTIVITIES TO DEVELOP AND MANAGE CORPORATE SOCIAL MEDIA AT LEMBAGA SERTIFIKASI PROFESI FASILITATOR, INSTRUKTUR, DAN TENAGA KEPELATIHAN.

During working as internship at Lembaga Sertifikasi Profesi Fasilitator, Instruktur, dan Tenaga Kepeatihan, intern works in the Social Media and Content Production division. The main responsibility of the intern is to handle all forms of Instagram social media activity at Lembaga Sertifikasi Profesi Fasilitator, Instruktur dan Tenaga Kepeatihan account. To be able to monitor its performance, intern grouping the flow of Instagram social media management activities starts from content planning, content production, content publication, to evaluation and reports on the results of the content that has been produced and published. Instagram social media management aims to increase the value of reach from Lembaga Sertifikasi Profesi Fasilitator, Instruktur, dan Tenaga Kepeatihan official account. To be able to support the content production process, intern also has a role as a Graphic Designer. In carrying out the task of being a practicing graphic designer, he also has the responsibility to do several jobs that require design. Intern also has duties and responsibilities as a Copywriter, photographer, videographer, video editor, and director, either in making a project or during working as internship.

Keywords : Professional Certification Body, Social media officer, content production, Graphic Design, Vidio Editor, Copywriter.