

ABSTRACT

Mohamad Daffa Putra Hilianton (2019041154)

SOCIAL MEDIA MANAGEMENT ACTIVITIES FOR CLIENTS PARLA INC AGENCY

Parla Inc Agency is a Consultant Agency company which is engaged in social media services that serve services as a third party. Parla Inc Agency itself has several divisions that have their respective duties to serve clients. Practitioners undergo the Professional Work program in the Support Team division which serves as support from the Social Media Specialist. Practical work in this company is helping the team in content design, Realizing content designs that have been made with the editing process, Performing the editing process, Conducting advertisements using Social media Ads. For three months, the practitioner gains experience and new knowledge in a field that has never been known by the practitioner in the field of Social Media Specialist.

Keywords: Social media, Content, Editing, Social Media Ads.

