



SOCIAL MEDIA MANAGEMENT AND MARKETING PLAN

I. Management

1. Business Branding-completed
2. Social Media Marketing and Planning
 - a. Facebook account - Facebook page created.
 - b. Facebook groups - created.
 - c. Other social media accounts like Twitter, Instagram and LinkedIn are created.
3. Keyword Research-completed
4. Social Media Creation and Optimization-completed
 - a. Facebook account-Optimized-<https://www.facebook.com/carolcvfreelanceservices/>
 - b. Twitter account -Optimized-<https://twitter.com/cvfreelanceserv>
 - c. Instagram account -Optimized-<https://www.instagram.com/cvfreelanceservices/>
 - d. LinkedIn account create-Optimized-<https://www.linkedin.com/in/cvfreelanceservices/>
5. Social Media Content Creation
 - a. Social media content created for:
 - i. Facebook page
 - ii. Twitter account
 - iii. Instagram account
 - iv. LinkedIn account
6. Social Media Content Management
7.
 - a. Social Media content created is scheduled.
 - I. Content for Twitter-scheduled in Hootsuite
 - Ii. Content for Instagram-scheduled in Hootsuite
 - iii. Content for LinkedIn-scheduled in Hootsuite
 - Iv. Content for Facebook-scheduled in Facebook creator.

8. Social Media Interaction and Community Growth & Management
9. Interaction/Engagement
10. Insights

II. Marketing

1. Identifying target market
2. Creating marketing plan
3. Brand awareness
4. Promoting products and services
5. Marketing and advertising
 - a. Organic
 - b. Paid
6. Networking
7. Marketing and Evaluating Campaigns
8. Interaction/Engagements
9. Insights