

Internship Report On
“Social Media Management at Texort Pvt. Ltd.”

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Date of Submission: 30-05-2023

**The internship report submitted to the Department of English, Daffodil International University,
for the partial fulfilment of Bachelor of Arts (BA) Degree in English.**

Declaration of the Intern

I do hereby declare that this report “**Social Media Management at Texort Pvt. Ltd**” has been prepared by me for the accomplishment of the course which is entitled “**Project Paper with Internship**” (Course Code: ENG431) in the Program of B.A in English. This report is submitted to the Department of English, Faculty of Humanities and Social Science, Daffodil International University. It has been done under the direct supervision of **Khairun Nahar, Lecturer** Department of English, Daffodil International University. This report does not contain any kind of non-ethical words that may violate the rules of Texort Pvt. Ltd. I can assure you that this project is an original and authentic work of mine by using my practical experience of daily work at my office.



Sumaiya Islam

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Certificate of the Supervisor

This is to certify that **Sumaiya Islam**, a student in the BA (Hons) program, student ID 193-10-2137, Department of English, Daffodil International University, has successfully completed his project paper titled "**Social Media Management at Texort Pvt. Ltd.**" under my supervision. I have found her to be sincere, hardworking, and dedicated to her duty while preparing the internship report under my supervision.



Signature of Supervisor

Acknowledgement

First of all, I would like to thank the almighty ALLAH. Today we are successful in completing our work with such ease because ALLAH gave us the ability, chance, and cooperating supervisor. I would like to take the opportunity to express my gratitude to Mr Shantono Shomrat, my respected supervisor who was always engaged in several other projects, he gave me more than enough time for my tasks which helped me to write my report. He not only gave me time but also proper guidance and valuable advice whenever I am faced with any difficulties. His comments and guidance helped me prepare my report. I am also thankful to those who helped us in a number of ways by providing various resources and moral support. Last of all I am grateful to my family; who are, always with me in every step of my life and education. Special thanks go to the supervisor Khairun Nahar because has shared her outstanding ideas and concepts of work on this project. She has given me her time and took offline classes to make this project more fruitful. Without, her it would be really difficult for me to complete this project so smoothly. In every phase of this report, she has been giving me enough support and guidance to discover and add new insights to the project. Without her constant guidance, this project would not be successful.

Abstract

This project paper aimed to provide students with practical knowledge and experience in Social Media Management in the corporate world. The intern represented the practical work scenario as an Assistant Marketing Developer at Texort Pvt. Ltd, Khilgaon, Bangladesh. The internship was part of the course "Project Paper with Internship," and the intern was chosen after an interview by an officer at Texort Pvt. Ltd. The intern worked in the Marketing Development Department and made an honest effort to execute the internship well. Upon completion, the intern considered the experience to be outstanding and a fundamental way to improve her abilities. The project paper focused on identifying the challenges, prospects, issues, outcomes, and limitations of marketing in social media at Texort Pvt. Ltd. The study also discussed the strengths, weaknesses, opportunities, and threats observed by the intern. The report included suggestions to overcome obstacles that affected marketing and improve the fault and follies of their department. The intern also suggested digitalizing the sector for better marketing purposes and its growth. The project paper provides valuable insights for students, academicians and corporate professionals interested in understanding the challenges and opportunities associated with marketing in the social media sector. The report's recommendations can help companies in the industry to improve their marketing strategies, generate new ideas and overcome obstacles. Overall, this project paper with internship experience has proven to be an effective way to bridge the gap between the academic world and the corporate world, allowing students to gain practical knowledge and experience to excel in their careers in future.

Table of Content		
SI No.		Page No
1.	Cover Page	I
2.	Declaration of the Intern	II
3.	Certificate of the Supervisor	III
4.	Acknowledgement	IV
5.	Abstract	V
Chapter 1	Introduction	1
1.1	Introduction	2
1.2	Background of Study	3
Chapter 2	Objectives	4
2.1	Brand Awareness	5
2.2	Platform Knowledge	5
2.3	Analytics & Reporting	5
2.4	Community Management	5
2.5	Creating Content	6
2.6	Branding	6
Chapter 3	Methodology	7
3.1	Organization Selection	8
3.2	Placement	8
3.3	Duration	8
3.4	Activities	8

3.5	Work Procedure	9
3.6	Activities Performed in the Organization	9
Chapter 4	Analysis of Activities	10
Chapter 5	Observation Reports	12
Chapter 6	Findings, Limitations and Recommendations	15
6.1	Findings	16
6.2	Limitation	17
6.3	Recommendation	18
Chapter 7	Conclusion	19
	Reference	21
	Appendix	22
Figure 1	While working at Office	22
Figure 2	On the Event of the Iftar Party Arranged by Texort Pvt. Ltd.	23

Chapter One

Introduction

1.1 Introduction

In today's competitive job market, having practical experience and knowledge about the corporate world is crucial for a successful career. Daffodil International University recognizes this need and has designed a course titled "Project Paper with Internship" (Course Code- ENG431) to provide students with an opportunity to gain practical knowledge and experience in the academic world. As part of this course, students are required to choose a suitable organization for their internship, where they can work smoothly and gain authentic experience. The purpose of the course is to connect students with the real corporate world and provide them with practical knowledge to help them succeed in their careers. The student chose Texort Pvt. Ltd. at Khilgaon, Dhaka, Bangladesh as their internship site, and had the opportunity to work with the marketing division under the guidance of Santono Sharmrat, the Senior Marketing Officer. With the support of their supervisor, teammates, and staff, the intern completed her internship and successfully completed the project. This course provides students with a valuable opportunity to gain practical knowledge and experience in the corporate world and helps them to stand out in a competitive job market works through social media. Texort is a full-service digital marketing agency that provides Graphic Design, Web Design and development, Digital Advertising, Business Strategy and Marketing Campaigns all over the world. [1] The intern's experience at Texort Pvt. Ltd. is a testament to the effectiveness of this course in bridging the gap between academic knowledge and real-world experience.

1.2 Background of Study

The Faculty of Humanities and Social Science is a four-year course on the literature of Daffodil International (DIU). The mission of the Bachelor of Arts in English emphasizes literary analysis, diversity, critical thinking and written and oral communication skills through a rigorous curriculum of literature, composition, language and linguistics and communication studies.

It was a great opportunity to work as an intern at Texort Pvt. Ltd. This experience gave me an opportunity to gain practical experience working in an organization and utilize conceptual knowledge in specific areas of study. I am learning social media management along with SEO for this work. They taught me to manage social media management and create SEO-Friendly websites by designing them creatively.

Chapter Two

Objectives

The main objective of social media management is to get a practical insight into real-life activities and be prepared for practical work experience in the future by gaining practical knowledge and ideas about market demands and customers' requirements. The main objectives are discussed below.

2.1 Brand Awareness

Your social media presence is where you have a real-time opportunity to define your brand hour by hour, minute by minute, and even second by second. Each social media post you put up more to help acquaint people with your brand's unique personality.

2.2 Platform Knowledge

It is important that you demonstrate familiarity with the major social networks used by businesses today – including Twitter, Facebook and Instagram – as well as any others which may be relevant to your industry or organization. You should also have an understanding of how each network works in terms of its user base, features and algorithms so you can maximize reach and engagement with your content.

2.3 Analytics & Reporting

An understanding of key metrics such as engagement rate, reach and website clicks will help you track progress over time against goals set by management or clients. Being able to compile this information into concise reports which can be shared with stakeholders is an important responsibility for anyone taking on this role within an organization or agency setting.

2.4 Community Management

A successful social media manager needs to be able to foster relationships with followers by responding promptly to inquiries or comments posted on their company's channels. This requires excellent interpersonal skills as well as the ability to empathize with customers while managing difficult conversations in a professional manner.

2.5 Creating content

The ability to create engaging content that resonates with target audiences is essential for success in the role of a Social Media Manager. This includes conceptualizing posts, creating visuals and crafting compelling copy. You should also be able to identify content from other sources that would be appropriate for sharing on your company's channels.

2.6 Branding

Branding means brand recognition or brand awareness among people. Website pages where people went to read the content, and the engagements of the audience all depend on it, good quality content makes the brand authentic.

Chapter Three

Methodology

3.1 Organization Selection

The organization that I selected for my internship was Texort Pvt. Ltd. The organization is very well managed with a very friendly working environment. I found all employees very helpful and cooperative during my intern period. The organization is dedicated to meeting the customer's requirements with employee welfare.

3.2 Placement

At Texort Pvt. Ltd., I was placed as an intern in Social Media Management under the careful supervision of Mr Santono Shamrat who has provided me with guidance on how social media marketing works, how to write content and what are the major factors that affect media and business. During the internship, I worked in a team of 6 members on the project which was social media management.

3.3 Duration

The faculty of Humanities and social science in Daffodil international university has conceived a minimum of 3 months of internship report which is equivalent to 3 credits in the final semester of B.A in English. In these 3-month periods as an intern at Texort Pvt. Ltd., I have achieved valuable knowledge as well as adequate experience working in an office environment which has prepared me for my future endeavors towards building a successful career in this industry.

3.4 Activities

During this period, I went to the organization involved as a trainee under the marketing Specialist Mr Santono Shamrat and then started to research social media marketing. He also taught me to use WordPress and design website video editing, content writing etc.

I used to design many images and create carousel posts, and slides, create and edit reel videos, maintain pages and groups and posted many contents about print on demand, Gear launch and how people earn money online, tips and tricks on how to sell products online. I performed well in many

activities during my internship period but I would like to focus on the project basically as it is the major point of concern. As a trainee and having knowledge about social media Analytics and gear launch's Print on demand business.

3.5 Work Procedure

I started to create many valuable contents, create and edit images and videos and did research on social media marketing being a full-time trainee each working day and performing necessary tasks at other times like a weekend and after office time under the supervision of marketing Specialist Mr Shantono Shamrat at the period the requirement.

3.6 Activities Performed in the Organization

In an organization, most of the time was spent taking the requirement, discussing the logic and implementing it into code. First, all the requirements of our client were taken care. Marketing Specialist Mr Shantono Shamrat used to provide me with some creative ideas which are implemented in my media management. He helped me a lot in Generating ideas and how to search for effective marketing tricks and ideas, also, the major factors to build strong audiences.

Chapter Four
Analysis of Activities

We need to use different types of software and tools to create content. The details of the software and tools and their use are elaborated below.

- **Canva Pro:** Canva Pro can create beautiful designs, and graphics in seconds.
- **Camtasia:** Video Editing, design elements and animation transitions all in one screen recorder and video editor. , it is the best all-in-one screen recorder and video editor.
- **Capcut:** Capcut is the official free Video Editor and Video Maker with Music for TikTok that is versatile and easy to use. In addition to its basic features.
- **TubeBuddy:** TubeBuddy is a very useful tool to optimize your channel faster. Brands optimizing their channels for increasing views and subscribers with TubeBuddy.
- **Thumbnail Grabber:** Download YouTube thumbnail images and Vimeo videos of all quality. This app lets you download thumbnail images for free. Just enter the URL of the search bar.
- **Mailchimp:** Mailchimp is a marketing automation and email marketing platform.

Chapter Five
Observation Reports

In Texort Pvt. Ltd. I have observed a lot, though I have worked in the marketing department I had to talk with the customers, audiences, students, and sellers and had to communicate with employees daily.

- I have been primarily responsible for content writing and post publishing across multiple social media channels owned by Texort Pvt. Ltd. Every month one mini-game activity and a webinar program are held in which our audiences participate I used to select 5 of them as winners from both mini-game and webinar, there was a gift for them I have been responsible for maintaining information winners as well as coordinating the distribution of gifts to these individuals and send them by Delivery Tiger and input data on Delivery Tiger site.
- Through my work at Texort Pvt. Ltd., I have developed strong skills in content creation, social media management and project coordination. I have also gained valuable experience in working with clients. I have been closely monitoring the management and techniques they follow to enhance the company and its brands to better understand audience engagement and optimize our clients' Digital marketing strategies.
- Texort is a leading digital marketing agency with a proven track record of delivering exceptional results for clients across a wide range of industries. The team I have worked with experienced professionals is dedicated to helping the business achieve its marketing goals through innovative and effective digital strategies.
- Whether it's developing engaging content, optimizing social media campaigns, or leveraging emerging technologies. This company has the expertise and resources to help clients succeed in today's competitive digital landscape.
- At Texort all are committed to delivering the highest quality services and achieving measurable results for our clients.

Overall, my work at Texort has been both challenging and rewarding to contribute to the success of the company.

I have observed every person and they are very cooperative and also supportive. They are very serious about their work and try to give 100%. In these 3 months, they have taken many sessions on different topics to teach us the basics of all sides of marketing, from social media to SEO and Forex.

Chapter Six

Findings, Recommendations and Limitations

I have seen the following conclusion about Texort Pvt. Ltd. a leading digital marketing agency, I have found that the company has a strong reputation for delivering exceptional results for clients across a wide range of industries.

Overall, Texort Pvt. Ltd. is a trustworthy digital marketing industry where clients and also students want to learn and want to become one who can do something for themselves and for this industry.

In addition to my work at Texort Pvt. Ltd., I have also been involved with Gear Launch, where I have been responsible for generating creative ideas for content and producing videos for the company's YouTube channel. My experience working with Texort has given me a strong foundation in content creation and audience engagement, which has been invaluable in my work with Gear Launch. Through my efforts, I have been able to help Gear Launch build a strong presence on YouTube and reach a wider audience with engaging and informative video content.

6.1 Findings

Based on my experience working with Texort, I would recommend the following strategies to further enhance the company's effectiveness and success.

- Stay up-to-date with emerging technologies and trends in the digital marketing landscape to ensure that Texort is well-positioned to deliver cutting-edge services to clients.
- Foster a culture of creativity and innovation to ensure that Texort continues to produce high-quality, engaging content that resonates with audiences.
- Explore opportunities to expand Texort's services to smaller businesses and startups, as this could help to broaden the company's client base and increase its impact.
- Continue to prioritize delivering measurable results for clients, but also strive to balance this with a focus on creativity and innovation to ensure that Texort remains a leader in the digital marketing industry.

Ultimately, I would recommend Texort to businesses looking for high-quality, effective digital marketing services, but with the caveat that they should be aware of the company's potential limitations and make informed decisions based on their unique needs and circumstances.

6.2 Limitation

Though I have done my internship program at Texort Pvt. Ltd., I had to do a lot of practical work here. There are many opportunities to learn practically here. From my experience, while working in Texort Pvt. Ltd. I found many facts which I want to recommend for their development and prosperity.

- A proper training system should be conducted at regular intervals for entry-level employees.
- Decision-making authority be effectively decentralized in order to rapidly strengthen the business.
- Should reward the good performance
- Should maintain the rules of hygiene.
- Aware all the workers of the labour law of Bangladesh
- Should reduce the working day from 6 to 5 days or half a day.

6.3 Recommendation

- Keeping up with emerging technologies and trends in the digital marketing landscape can be challenging, and Texort may need to invest more resources in research and development to stay ahead of the curve.
- Texort's focus on delivering measurable results for clients may sometimes come at the expense of creativity and innovation, and the company may need to find ways to balance these priorities more effectively.
- Texort's reputation as a leading digital marketing agency may make it difficult for smaller businesses or startups to afford their services, and the company may need to explore alternative pricing models or service offerings to address this issue.
- Texort's reliance on a relatively small team of experts may limit its ability to take on larger or more complex projects, and the company may need to consider expanding its team or partnering with other firms to address this limitation.

Overall, Texort is a highly respected and effective digital marketing agency. It is important to be aware of these potential limitations in order to make informed decisions about working with the company.

Chapter Seven

Conclusion

The university has put huge effort into including various courses that would help in the real-world working environment. The university must execute some research and studies to select courses that fulfil the current market requirements. This supports students to expertise themselves in the practical implications as well.

In conclusion, my report on Texort highlights the company's strengths as well as its potential limitations. While Texort is a highly respected and effective digital marketing agency, it may face challenges in keeping up with emerging technologies and trends, balancing creativity and innovation with delivering measurable results, and serving smaller businesses or startups. Nonetheless, I believe that Texort is well-positioned for continued success and growth in the years to come, particularly if it invests in research and development, explores alternative pricing models or service offerings, and considers expanding its team or partnering with other firms

Moreover, an Internship should be a learning process which guides individuals to work in a practical environment, and then only the true benefits of an internship can be obtained.

References

1. Islam, S. (2023, 05 20). <https://texort.com/>. Retrieved 05 20, 2023
Islam, S. (2023). *Social Media management at Texort*. Dhaka, Bangladesh: Daffodil International University.

Appendices



Figure 1: While working at the office



Figure 2: On the Event of the Iftar Party Arranged by Texort Pvt. Ltd.