



**Daffodil**  
*International*  
**University**

**INTERNSHIP REPORT ON**  
**SOCIAL MEDIA MANAGEMENT INTERNSHIP REPORT AT OPRECIA**  
**PRIVATE LIMITED**

Submitted to:

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\*This internship report has been submitted in partial fulfillment of the requirements for awarding the degree B.A. (Hons) in English

## **Declaration:**

By signing this document, I certify that this internship assignment was carried out under the guidance of Ms. Farjana Yesmin, Lecturer, English Department, Daffodil International University. I also declare that no portion of this project paper or any other portion has ever been submitted elsewhere for the purpose of receiving a degree or certificate.

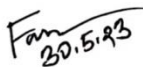
A handwritten signature in cursive script that reads "Sadia".

Name: Sadia Jannat Mim  
ID: 193-10-2123  
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## Letter of Approval

This is to authenticate that Sadia Jannat Mim, with ID number 193-10-2123, is a student at Daffodil International University's Department of English. She worked really hard to prepare this, and I'm happy to report that she finished her internship assignment under my supervision. This project paper's data and results seem to be reliable.

Sadia Jannat Mim has a charming personality and high moral standards. I hope she has a successful future.



Farjana  
20.5.23

Supervised by  
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Lecturer  
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## **Acknowledgement**

First and foremost, I want to express my gratitude to Almighty Allah for His divine assistance, which made it possible for me to successfully finish my internship during my senior year. My parents are also deserving of warm appreciation. At the end of the day, their never-ending encouragement and admiration kept me going. After that, I want to express my gratitude to Farjana Yesmin, my advisor. Her helpful suggestions and kind demeanor greatly inspired me to do well throughout my internship. Last but not least, I want to express my gratitude to the Chief Operating Officer of the company and the team with which I have worked.

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## Abstract:

Oprecia Private Express is a young, morally-driven company that was founded with the intention of transforming the construction materials industry by providing buyers and sellers of weapons with access to an internet marketplace. As an intern at Oprecia's Social Media Management division, the company's social media accounts were created and oversaw, generated engaging content, and assisted in developing the pitch deck for funding. Various creative methods were thought to enhance Oprecia's social media presence as part of the duties and assist the company in its efforts to get funding for its business strategy. This paper conveys the processes and my contributions involved in the funding arrangements, logo designing and the social media business model of the company.

# CHAPTER 1

## INTRODUCTION



*Introduction:*

A young, morally-driven firm called Oprecia Private Express launched with the goal of revolutionizing the building materials market by giving buyers and dealers of firearms access to an online marketplace. I managed the company's social media accounts, produced interesting content, and helped to create the pitch deck for financing as an intern in the Social Media Management department at Oprecia. As part of my responsibilities, I had to come up with innovative ways to improve Oprecia's mixer media presence and support the business's efforts to seek investment for its business model.

Throughout my internship, I worked intimately with the selling team up and unusual cross-functional teams at Oprecia to execute social media campaigns, make content, and put up to the pitch floor creation process. My internship experience provided me with valuable professional development opportunities, allowing me to raise my social media direction skills, take in hands-on experience in content creation, and put up to the fundraising efforts of a startup company. In this report, I will cater a detailed overview of my internship experience, including my identify responsibilities, achievements, and the skills I developed during my clock at Oprecia Private Limited.

Oprecia is a startup company that aims to offer the most affordable building and construction materials online, from anywhere. This is a platform that allows customers to track the total building cost while sourcing and finding the best price for a particular product in any selective region. The platform is designed to be user-friendly and accessible from anywhere, so anyone can shop with ease from the comfort of their own home or office or even while travelling. The company understands that building projects can be expensive, where every single penny is crucial, which is why they have implemented a tool that allows customers to calculate, budgeting and monitor/track the total cost of your project, including all materials and labor. One of the most unique features of the platform is the ability to source and find any required material at the cheapest price for a particular product in the selective region. The company understands that construction costs can vary from region to region, so they have made it easy for anyone to find the best deal. This allows everyone to save money and stay within the budget, without sacrificing quality.

A social media management intern is essential to the implementation and administration of a company's social media initiatives since social media has become an essential component of organizations' marketing strategy. As an intern in this position at Oprecia Private Limited, I became aware of the enormous power of social media in establishing the brand presence of the firm, interacting with target audiences, and advancing business goals. A social media management intern at the keep firm can be responsible for tasks like the following:

**Building and Enhancing Brand Presence:** I created and managed Oprecia's social media profiles on websites like Facebook, Instagram, and LinkedIn as an intern for social media management. To give Oprecia a strong brand presence, I worked to generate a consistent brand voice and visual design across all mixer media channels. To consistently improve the company's online presence, this involved producing and curating interesting material, running social media campaigns, and keeping track of social media performance.

**Engaging with Target Audiences:** social media offers amazing opportunities for businesses to interact and connect with their target customers. As an intern, I was in charge of developing content that appealed to Oprecia's target market, which included potential purchasers and vendors of building products. To encourage participation and develop connections with the audience, this involved analyzing the requirements and preferences of the target audience, writing pertinent and interesting material, and promptly personally responding to comments and communications.

**Content universe and Curation:** As a social media management intern, I was in charge of producing and selecting content for Oprecia's social media accounts. Content is the lifeblood of social media. In order to boost interaction and convey the company's value proposition, this involved writing unique and impactful articles, designing graphics, making films, and creating innovative multimedia material. I kept an eye on social media activity from rival brands and industry trends to choose material that complemented Oprecia's mission and ambitions.

**Campaigns on Social Media:** I was in charge of organizing and carrying out campaigns on social media to advertise Oprecia's goods and services, produce leads, and encourage conversions. For this, take-the-field tactics had to be developed, content calendars had to be created, postings had to be scheduled, and campaign success had to be tracked and analyzed. In order to combine

social media efforts with overarching byplay objectives and maintain consistency in message and branding, I also worked with atypical teams, much like marketing and sales.

**Analytics and Reporting:** As an intern, I kept track of and examined social media presentations using analytics tools to gauge their effectiveness. I kept tabs on key performance indicators (KPIs) including involvement rate, reach, and conversions and regularly updated the sales team on my findings in order to assess the effect of social media on the organization's merchandising objectives. I also made data-driven recommendations for improvement and leveraged data insights to optimize social media campaigns.

**Pitch Deck Creation:** In addition to social media management, I was causative for assisting in the preparation of presentation slides for Oprecia's fundraising efforts. This involved researching and compiling relevant information nearly the company, its byplay model, market potential, and financial projections. I also collaborated with other team members to design and create visually likeable and persuasive pitch pitchdeck slides that effectively communicated Oprecia's value proposition to potential investors.

In summary, as an intern of social media management at Oprecia Private Limited, my responsibilities included edifice and enhancing the company's brand presence, attractive with target audiences, content creation and curation, preparation and social media campaigns, analyzing and reporting on mixer media performance, and assisting in the creation of the pitch deck slides for fundraising efforts. These responsibilities were critical in undefined Oprecia's social media efforts, increasing stigmatise visibility, and contributing to the company's overall merchandising and fundraising objectives.

*Objectives:*

1. To design a logo and tagline for the company
2. To assist in the preparation of the pitch deck for the company
3. To create a complete social media platform for Oprecia Private Limited.
4. To understand the process of social media management and the strategies involved in it.

## CHAPTER 2

# LITERATURE REVIEW

### *Importance of a Pitch Deck*

A pitch deck is a visual presentation, usually in the form of slides, that gives potential investors an overview of the business strategy, market potential, financial predictions, and other important data of a firm. Startup businesses frequently utilize it as a tool to communicate their value offer and attract investment capital. A pitch deck, according to McCaffrey (2019), is a visual presentation that gives an overview of the business model, market potential, and financial predictions of the firm, all of which are important considerations that investors take into account when assessing investment prospects. It enables company owners to succinctly and persuasively present their business ideas, strategies, and expansion plans to potential investors.

According to research, a polished and persuasive presentation deck is essential to a startup company's ability to raise money. A strong pitch deck is crucial for grabbing investors' attention and piquing their interest, according to Smith (2019). It acts as a clear and convincing instrument for expressing the company's distinctive selling propositions and room for expansion. Investors may have a favorable opinion of a pitch deck with aesthetically attractive slides that clearly express the company's value proposition, increasing the probability of receiving finance.

Additionally, a pitch deck gives the firm a structure for presenting its vision, purpose, market research, business model, and financial projections—all important elements that investors take into account when assessing startup investment prospects (Gupta, 2018). It assists company owners in outlining the most important facts they need to deliver to investors in a disciplined and orderly way during investor presentations.

Additionally, a strong pitch deck may show that the management team is knowledgeable, credible, and prepared to carry out the business strategy (Smith, 2019). It highlights the business's assets, competitive advantages, and expansion plans—key components that might inspire prospective investors' faith and compel them to make investments in the enterprise.

For a number of reasons, Oprecia Private Limited needs a pitch deck. Oprecia is a new business, thus in order to finance its operations and meet its growth goals, it must first get capital from investors. The probability of obtaining finance may be increased if Oprecia is able to successfully convey its business model, market potential, and growth plans to prospective investors via the use of a well-designed and convincing presentation deck.

Second, Oprecia competes with a number of other businesses for the interest and money of prospective investors in an industry that is very competitive. By highlighting its distinct characteristics, competitive advantages, and development potential, an effective pitch deck may help Oprecia stand out from its rivals. This may make Oprecia more appealing as an investment prospect and improve its prospects of receiving money.

Thirdly, a pitch deck may assist Oprecia in structuring and organizing its company concepts, financial forecasts, and expansion strategies in a logical and persuading way. In order to convince prospective investors, who may not have much time or attention to devote to evaluating investment prospects, Oprecia might use this to its advantage. Oprecia can make sure that it successfully and convincingly conveys its value proposition by creating a pitch deck to explain its ideas.

Overall, Oprecia can get finance, set itself apart from its rivals, and successfully explain its value proposition with the aid of a well-designed and appealing presentation deck. This may aid Oprecia in achieving its expansion goals and solidifying its position as a major player on the internet marketplace for suppliers and consumers of all construction-related supplies. In conclusion, a pitch deck is crucial to a company's fundraising efforts because it can be used to present the company's value proposition, highlight its advantages, and give potential investors a clear understanding of its business ideas and growth strategies.

#### *Businesses Using Social Media Platforms:*

The way companies connect with their clients and market their goods and services has been changed by social media. Businesses of all sizes now heavily rely on social media sites like Facebook, Twitter, Instagram, LinkedIn, and YouTube for their marketing plans. In this essay, we'll talk about the value of social media for companies and how it may improve their brand awareness, clientele, and competitive edge. We'll also look at some of the drawbacks and restrictions of social media marketing and provide suggestions on how companies might utilize social media to their advantage.

- Increased Visibility

Businesses have a special potential to expand their exposure and audience thanks to social media platforms. Businesses may get more followers, raise their brand recognition, and create discussion about their goods and services by producing interesting content. For small and medium-sized firms, which may not have the resources to fund pricey advertising efforts, this is especially crucial.

A B2B research company called Clutch found that 78% of customers find new goods and services via social media channels (Clutch, 2020). This demonstrates how crucial social media is in helping prospective buyers find and become aware of companies. Businesses may raise their exposure and draw in more consumers by often publishing updates, specials, and interactions with followers.

- Customer Interaction

Businesses have a direct channel of contact with their clients thanks to social media platforms. This enables companies to interact with consumers in real-time, gather feedback, and address questions and problems. Customer satisfaction increases as a result, and ties with consumers are strengthened.

90% of customers utilize social media to engage with companies, according to a survey by Sprout Social, a social media management platform (Sprout Social, 2021). This emphasizes how crucial it is for companies to use social media platforms to interact with their clients and solve their issues. Businesses may increase customer loyalty and boost their image by promptly responding to consumer questions and concerns.

- Efficacious Marketing

Platforms for social media marketing provide companies an affordable method to advertise their goods and services. Businesses may reach a wide audience without spending a lot of money by producing interesting content and using social media's sharing features. For small and medium-sized firms with perhaps constrained marketing expenditures, this is especially crucial.

Social media marketing is the most economical approach to reach a huge audience, according a research by the marketing software firm Hubspot (Hubspot, 2021). This emphasizes how critical

it is for companies to use social media platforms to advertise their goods and services and reach a larger audience.

- Competitive Benefit

Social media platforms may provide companies a competitive edge by assisting them in standing out from their rivals. Businesses may attract and maintain followers as well as develop a devoted consumer base by producing original and compelling content. This promotes brand recognition and positions the company as a thought leader in its field.

A social media management company called Hootsuite conducted a survey that found that 63% of customers expect firms to have a social media presence and that companies without one run the risk of losing clients to rivals (Hootsuite, 2021). This demonstrates how crucial it is for companies to use social media to set themselves apart from rivals and strengthen their competitive edge.



## CHAPTER 3

# METHODOLOGY

The internship opportunity as a social media intern at Oprecia Private Limited has been an exciting adventure as a final-year student at Daffodils International University. By offering inexpensive items through an easily navigable internet platform, this new business hoped to transform the construction materials sector. An explanation of the processes I took to apply for and complete my internship at Oprecia is provided below:

- Getting the Letter of Internship:

University Support: The department and the advisor were requested to provide me with the required guidelines and the letter for securing the internship.

Internship Letter: Official internship letter outlining the qualifications and the period of the internship was sent to me by the university.

- Looking for a Good Internship Position:

Research and investigation: A lot of research was done in order to find suitable companies or firms that provided social media management internships.

Application Preparation: A customized cover letter and resume was written that highlighted my abilities, love of social media, and interest in the social media management sector.

Application Materials: An application was sent to Oprecia Private Limited with all required materials where it was able to expressed the excitement for their purpose and the chance to help them develop their social media platform.

- Interviewing and choosing a candidate:

Initial Contact: An interview was conducted by Oprecia over phone where they interviewed about the credentials, experiences, and professional goals. After a fruitful phone interview, an invitation for an in-person interview at their workplace was received. It was a good opportunity

to be able to demonstrate the understandings of their business model and the importance of an intern for the company to build the social media platforms.

Selection and Offer: After the interview, Oprecia Private Limited extended an internship offer, including the program's length, start date, and requirements.

- Oprecia Private Limited recruitment:

Initial Communication: After a formally greeting by the team, an overview of the organization's culture, beliefs, and objectives was briefed on my first day by the Chief Operating Officer himself. A rundown of the responsibilities as a social media intern and the duties was obtained.

Design of the Logo and Tagline: The participation in the design process was active. Involvement in researching the target market and the competition, creating ideas, and integrating team comments to produce the final Logo and Tagline design is also noteworthy.

Email ID Creation: The company's official email ID was set up as the first step to creating the social media platforms, ensuring that it was configured correctly and that the appropriate team members had access rights.

Pitch Deck Creation: The designing team was also helped to create a visually attractive and informative pitch deck that included key details and visual components to clearly communicate Oprecia's value proposition.

Making social media accounts: The profiles for Oprecia on several platforms were made, ensuring that the branding and profile information were consistent. To build a solid online presence, a content strategy was created by writing interesting blogs.

Handling of online suppliers and consumers: An active interaction was developed with vendors and customers online, forming relationships, responding to questions, and assuring effective communication and order processing.

- Learning and Progress:

Feedback and Supervision: Throughout the internship, proper direction was given and input from the Chief Operating Officer was provided on a regular basis to review the progress, answer questions, and align the work with the company's goals.

Skills Development: An effort was made to increase my understanding of and competence in marketing analysis, customer/vendor management, and social media management. The learning opportunities were thoroughly examined, and fresh approaches were used to improve the performance.

Reporting and Evaluation: Information on vendor interactions were gathered and examined. Regular social media analytics, email engagement, and customer feedback were regularly reported. Summaries of the major discoveries, achievements, and suggestions for improvement were also recorded.

Overall, useful practical skills were gained through the internship at Oprecia Private Limited, where it was able to improve the comprehension of social media management. It gave the chance to help the business expand while also receiving practical experience in a fast-paced startup setting.

## **CHAPTER 4**

# **OBSERVATIONS AND EXPERIENCE**

A lot were learned about social media management and marketing during my four-month internship at Oprecia Private Limited, a website that specializes in the purchase and selling of building-related goods. In addition to my academic studies, this internship has given me practical experience as a final-year student at Daffodils International University.

Establishing and maintaining the business's social media presence was one of my primary duties as an intern. Contributions were made to Oprecia's creation and optimization of social media sites including Facebook, Instagram, and LinkedIn. In order to do this, it was necessary to create posts, assess the success of the platforms, and design interesting content strategies. The value of efficiently targeting certain consumer categories were discovered with content by examining the engagement numbers and audience demographics.

The design team collaboration was another important component of my internship. Collaborations were made to develop the company's catchphrase and logo. The contributions as an intern to brainstorming sessions were based on the knowledge of Oprecia's objectives and target market. It was quite satisfying to see the design develop from the first concepts to the finished product, and it emphasized the significance of strong branding in the cutthroat business environment.

It was a good chance to collaborate directly with the marketing team during the internship. It helped to learn more about the company's numerous marketing strategies and techniques as a result. The creation of promotional campaigns, target segment identification, and market research was assisted. It was able to comprehend the complexities of creating marketing strategies and successfully putting them into action by working with knowledgeable experts in the sector.

It was seen that Oprecia Private Limited is committed to giving building enthusiasts a complete solution. The website not only provides a market for buying and selling building supplies, but it also acts as a priceless informational tool for those looking for advice and direction in the industry. The company's emphasis on delivering dependable items and allowing easy transactions demonstrates its dedication to client happiness and quality.

The internship has been a fruitful opportunity for me to put the academic understanding into practice. It has improved my comprehension of branding, marketing, and social media

management, as well as how these concepts interact in a professional setting. It also improved the ability to collaborate and create material, among other useful talents.

The company is eager to extend my internship at Oprecia Private Limited for an additional two months in the future. It will provide more chances, thanks to this expansion to broaden the knowledge of the construction sector and advance the development of the business.

Overall, the Oprecia internship has been a useful stepping stone in the professional development. Along with broadening my knowledge and abilities, it has also provided me with a window into the dynamic world of social media marketing and management in the construction sector.

Spending the internship at Oprecia Private Limited as a social media management intern, it was able to do a number of notable things:

- **Enhanced Social Media Engagement:** The company's social media engagement was effectively boosted via careful design and execution of its content. With the creation of interesting blogs that connected with the target audience by researching audience preferences and trends. The organization saw a large increase in the number of likes, comments, shares, and general user interaction on its social media channels as a consequence.
- **Expanded Social Media Reach:** Oprecia Private Limited was assisted in expanding its social media reach by optimizing the social media platforms and putting into place efficient digital marketing tactics. The platforms grew in popularity and drew in a broader audience, which ultimately raised brand recognition and exposure in the construction sector. The company's overall growth and client acquisition have been favourably benefited by the increase of its internet presence.
- **Better Brand Identity:** The design team was helped by working with them to create the company's logo and slogan. Oprecia Private Limited now has a solid and identifiable brand image thanks to the visual identity that was created. The company's principles and offers are clearly communicated via the logo and slogan, which improves brand awareness and distinctiveness in a crowded market.
- **Better Marketing Strategies:** Active engagement in market research helped to design efficient marketing strategies while collaborating closely with the marketing team. Insightful analysis of market trends, consumer preferences were offered, and rivals that informed the

company's advertising campaigns and product positioning. These advancements in marketing tactics have improved client happiness, boosted revenues, and strengthened customer involvement.

- **Increased Social Media Metric Analysis and Data Interpretation Skills:** During the internship, the ability to analyze social media metrics were improved by evaluating data to guide decision-making. Patterns were spotted, the efficiency of various tactics were evaluated, and data-driven improvement suggestions were provided by carefully observing the success of social media efforts. These data analysis abilities are crucial for determining the efficacy of marketing initiatives and enhancing subsequent campaigns.

Overall, the outcomes of the internship at Oprecia Private Limited as a social media management intern have been fruitful and significant. The company's development and performance in the construction sector have been facilitated by increasing social media involvement, a broader audience, a stronger sense of brand identity, better marketing plans, and superior data analytic abilities. The successes as an intern throughout the internship are something to be proud of.



## CHAPTER 5

# RESULTS

### *Logo Design and Tagline Selection*

As an intern, creating a company's logo and slogan may be a fantastic way to show off your creativity and creative abilities. I used the following stages to develop a powerful logo and tagline:

- Research the business:

It's critical to comprehend the company's values, objective, and target market before developing the logo and slogan. This will aid in producing a design that complements the corporate identity of the organisation.

- Brainstorm:

To begin, many design ideas and slogans that may serve as the company's brand were discussed. Considering and attempting to include the distinctive qualities that define the business.

- Sketch and iterate:

After coming up with a few preliminary design designs and tagline suggestions, the team began drawing them out on paper or with digital design software. The designs were improved via iteration, and any necessary alterations were made.

- Pick a colour scheme:

The business chose a scheme that matches its brand identity and core values. Think about colour psychology and how it might affect how people perceive your brand.

- Select typography:

A typeface design that complimented the logo and expressed the brand identity of the firm was chosen. Taking into account the font's readability and legibility as well as its general appearance.

- Test and improve:

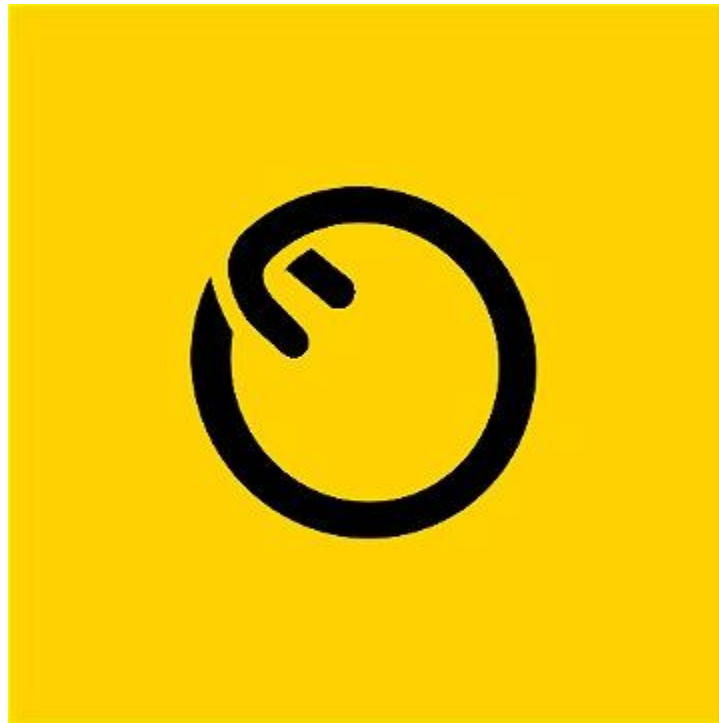
After coming up with a few distinct design ideas, the team put them to the test by soliciting input from coworkers or the business' marketing division.

- Finish the design:

After gathering input and making any required adjustments, the design team should finish the design and get it ready for the company's website, social media accounts, and marketing materials.

In terms of the slogan, it was decided to employ a brief, memorable statement that reflected the company's beliefs or objective. It was ensured that the target audience would find it understandable and easy to read. Overall, the company's brand identity was strengthened and made more unified by the logo and slogan.

Figure 2 shows the logo of the company Oprecia below.



*Figure 1: Logo of the company*

The tagline of the company is "Elevate your construction with cost-saving solutions".

#### *Creating the Email ID for the Company*

I set up the company's email address as an intern. The processes used to create the business's email ID are as follows:

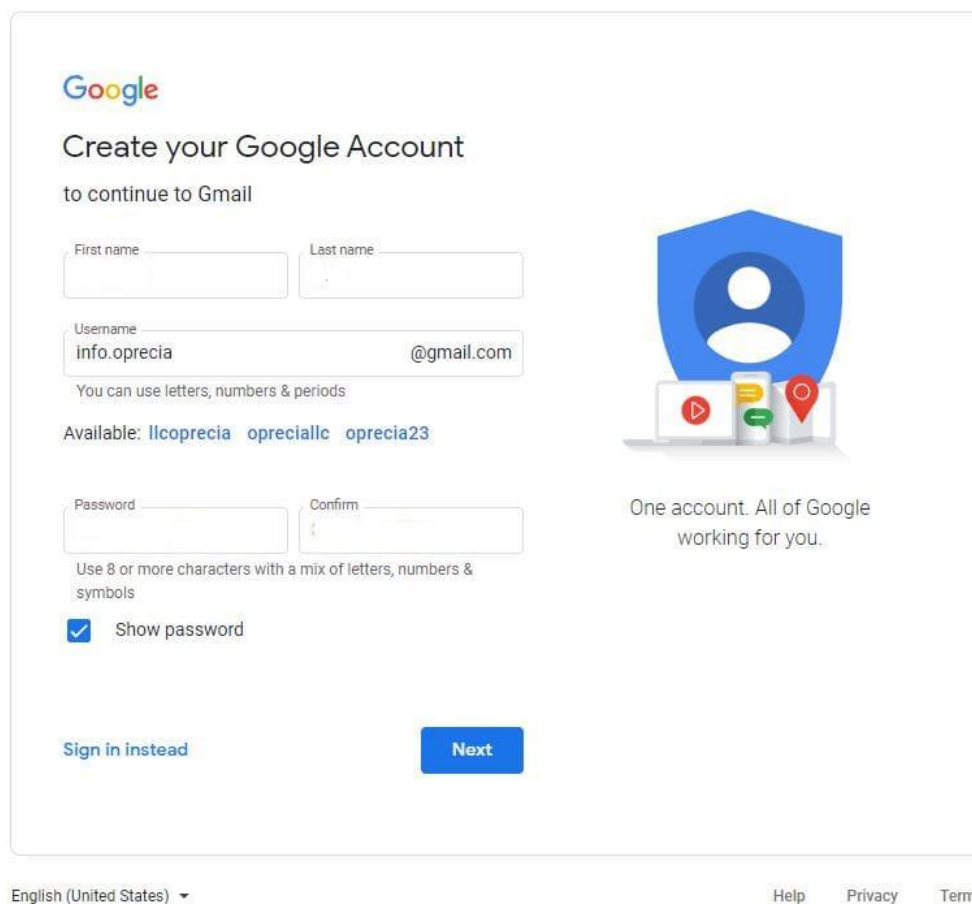
Selecting a domain name The selection of a domain name for the newly formed business is the first step in generating an email ID. The web address used to access a website and email is called a domain name. It's crucial to pick a domain name that embodies the company and is simple to remember.

Select an email service provider from the list of options, which includes Google Workspace, Microsoft 365, and Zoho Mail. It is important to select a supplier that can fulfil the demands of a small business and offer the functionality it needs.

Create an account: The business must do this after selecting an email service provider. Giving certain fundamental details about your new business, like name, location, and phone number, will be required.

Set up the email account: Following account creation, the email account must be configured. This involves selecting a login and password, creating the email signature, and making any other necessary configurations.

Below is the image showing the creation of the email ID for the company.



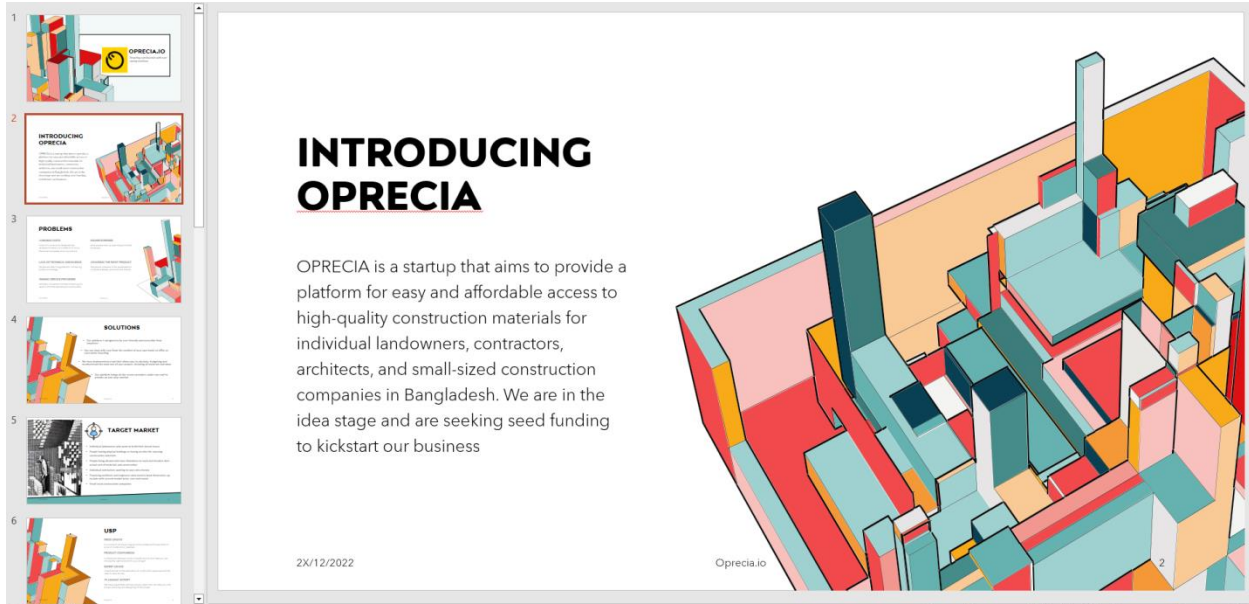
The image shows the Google Account creation interface. At the top left is the Google logo. Below it, the text reads "Create your Google Account" and "to continue to Gmail". The form includes fields for "First name", "Last name", and "Username". The username field contains "info.oprecia@gmail.com" and a note: "You can use letters, numbers & periods". Below the username field, it says "Available: llcoprecia oprecialle oprecia23". There are also fields for "Password" and "Confirm" with a note: "Use 8 or more characters with a mix of letters, numbers & symbols". A checkbox labeled "Show password" is checked. At the bottom left is a link "Sign in instead" and a blue "Next" button. On the right side, there is a graphic of a blue shield with a white person icon, and a laptop with icons for YouTube, Gmail, and Maps. Below the graphic, it says "One account. All of Google working for you." At the bottom of the page, there is a language dropdown set to "English (United States)", and links for "Help", "Privacy", and "Terms".

*Figure 2: Creating the Email ID for Oprecia*

### *Assisting in the Preparation of Pitch Deck*

I found it really advantageous as an intern to be engaged in the creation of the company's pitch deck. Pitch decks are intended to convey complicated concepts in a clear and interesting manner. The capacity to concisely express ideas, arrange material, and interact with stakeholders were all developed as a result of helping to create a pitch deck. Working on a pitch deck for a marketplace for building materials made it simple to learn about the business, including its potential, difficulties, and trends. This made it easier to comprehend market and client demands, which might be useful for one's future job. I found it really advantageous as an intern to be engaged in the creation of the company's pitch deck. Pitch decks are intended to convey complicated concepts in a clear and interesting manner. The capacity to concisely express ideas, arrange material, and interact with stakeholders were all developed as a result of helping to create a pitch deck. Working on a pitch deck for a marketplace for building materials made it simple to learn about the business, including its potential, difficulties, and trends. This made it easier to comprehend market and client demands, which might be useful for one's future job.

A thorough grasp of the company's goals, objectives, and strategy is necessary while creating a pitch deck. As an intern, it provided the chance to learn more about the business and how it runs, which is beneficial in gaining a more thorough grasp of the industry. This job as an intern has the potential to significantly influence the company's performance. The organisation benefited in presenting its value proposition to potential investors, customers, and partners by helping to create a pitch deck. This might aid improve the company's ability to raise capital, boost sales, and expand.



*Figure 3: Glimpse of the pitch deck*

The picture above depicts a slide from the pitch deck presentation. I have assisted in the designing and the editing of the slides.

#### *Creating Business Account Pages in Social Media Platforms:*

To create business account pages in different social media platforms, I first needed to list out all the requirements to create such accounts across all the famous social media platforms available.

- Facebook:

The company would require the following in order to create a Facebook business page:

1. a private Facebook page
2. Organisation name and category
3. The cover photo and profile photo
4. Contact details (website, email, phone)
5. A description of the company

The Facebook business profile photo is 180x180 pixels in size. For your profile photo, a square image is advised. On desktop computers, the image will appear as a square; on mobile devices, it

will appear as a circle. The most crucial portion of the photograph should be in the centre because the profile picture will be cropped on mobile devices to suit the circular frame. Remember that a Facebook profile photo can only be 20MB in size and must be in the .jpg or .png file type.

- Instagram:

1. A personal Instagram account: The company would need to have a personal Instagram account before they can build a business page.

2. A working email and phone number: In order to create a business page, they must supply a working email and phone number.

3. Business details: They must include the name of their company, a succinct explanation of what they do, and a website or other means of getting in touch with the company.

4. A profile image and cover photo: For the company page, they must provide a profile photograph and cover photo. These have to be aesthetically appealing and pertinent to the company.

5. A content strategy: They should have a plan for the sort of material they want to post, how frequently they will post it, and what their general goals are for the page before they launch their business page.

6. A Facebook account: In order to build a business profile on Instagram, the company needs a Facebook account.

7. Payment information: If they wish to utilise Instagram's paid services, including sponsored posts or Instagram shopping, they must give a legitimate payment method.

A business account's Instagram profile photo must be 110 by 110 pixels in size.

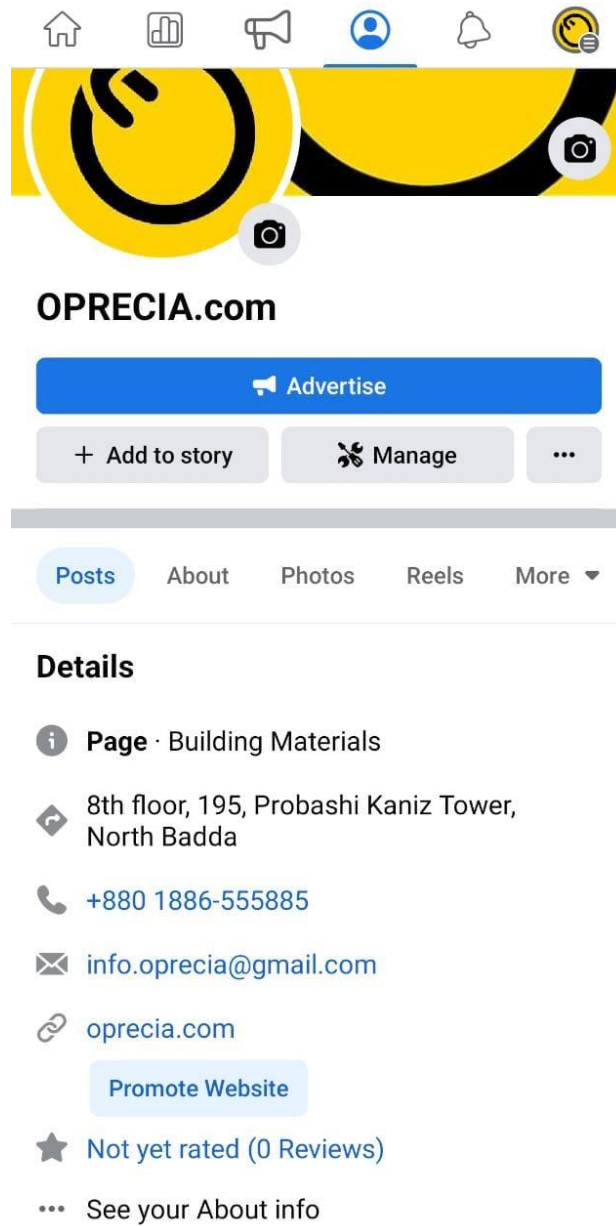
A business account's Instagram cover photo must be 1080 x 1920 pixels in size. The cover photo will, however, be reduced to a 4:5 aspect ratio on mobile devices, so bear that in mind. Therefore, be sure that the focal point of the image is where the most crucial elements are located.

- LinkedIn:

1. Having a LinkedIn account
2. A reliable commercial email address
3. Organisation name and location
4. Business categorization and industry
5. A cover photo and profile photo for the company page
6. A description of the company and its offerings
7. A way to get in touch, such as a phone number or website
8. A personal LinkedIn account with at least 50 contacts to confirm that the person operating is a genuine person and not a phoney account.

A LinkedIn company profile photo should be 400 by 400 pixels in size. 1536 x 768 pixels is the suggested dimension for a LinkedIn company cover photo. The picture may be adjusted to match the space on the page, therefore it is advisable to submit a larger image. It's crucial to keep in mind that these are only recommended sizes.





*Figure 4: Oprecia Facebook Business Page*

The figure above shows the business page of Oprecia at Facebook. Similarly other social media pages were also created for the company.

## CHAPTER 6

# LIMITATIONS AND OBSTACLES

Social media platforms have numerous benefits for businesses, but there are also limitations and downsides that must be considered. One of the main issues is that businesses must continually offer engaging and pertinent content in order to attract and retain followers. To do this, especially for businesses without a dedicated social media team, may require a lot of time and money.

Another challenge is the requirement to stay up to date with the most recent trends and best practises in social media marketing. Social media platforms frequently evolve, so businesses must adapt their approach to be relevant and profitable.

Additionally, social media platforms are very competitive, and businesses must stand out in a crowded market to attract and retain followers. This necessitates creativity, resourcefulness, and a solid understanding of the target market.

Last but not least, businesses must be aware of the potential risks and disadvantages of social media marketing, such as the potential for negative customer feedback and reaction, data privacy concerns, and the potential for social media accounts to be hacked or compromised.

## CHAPTER 7

# RECOMMENDATIONS

The following ideas for businesses to consider in order to successfully use social media to achieve their objectives are:

**Make a social media strategy:** Companies should develop a social media strategy that is concise, aligned with their overall marketing goals and objectives, and is both clear and concise. A content strategy should be defined, the target audience should be determined, the appropriate social media platforms should be chosen, and key performance indicators (KPIs) should be set up to assess the success of the social media campaign.

**Produce engaging content:** Businesses should focus on creating engaging and pertinent content that appeals to their target audience. This may incorporate user-generated content, commercial content, and educational data.

To reach a larger audience, use social media advertising to promote your products and services. Affordable social media advertising is possible. Businesses should consider adopting social media advertising to enhance their organic social media operations.

Businesses should actively connect with customers on social media platforms by responding to their queries and complaints in a timely, personalised manner. This might increase customer loyalty and foster tighter connections with clients.

Businesses should monitor the success of their social media operations and assess key performance indicators in order to gauge the effectiveness of their social media strategy. This may help businesses identify areas that need improvement and gradually refine their social media approach.

## CHAPTER 8

# CONCLUSIONS

In conclusion, social media websites have fundamentally altered how businesses interact with their customers and promote their products. Social media may provide businesses an advantage in the present market by increasing visibility, increasing customer interaction, and providing a platform for cost-effective marketing. Although social media marketing has its challenges and limitations, smart users may stand out from the competition, develop stronger relationships with customers, and enhance their whole marketing strategies.

I learned a lot during my internship in social media management, which helped me hone my abilities in social media analytics, community management, and content development. I gained knowledge on how to develop connections with followers and clients, produce material that appealed to my company's target market, and assess the efficacy of my social media initiatives. Additionally, I learned a lot about teamwork and interacting with other departments.

I am appreciative of the chance to have this internship, and I think the knowledge I have gained will be useful in my future profession. I am sure that I am now adequately equipped to operate in the social media management industry.

Considering my experience, I would advise next social media management interns to do the following:

- Join social media communities outside of the internship. The more one uses social media, the better he or she will get at using it and understanding how it works. Follow companies and influencers and join discussions on subjects that interest others.
- Utilize whatever training or tools that the firm provides. Many businesses provide their interns with resources or training programs. Utilize these chances to learn everything one can about managing social media.
- Ask inquiries! Never be reluctant to seek assistance from the manager or other staff members. They'll be content to respond to the inquiries and aid in one's education.
- It is important to be tolerant. Learning the skills needed to manage social media effectively takes time. If results are not noticed right away, don't give up.

I have no doubt that someone who heeds my advice will have a fruitful internship and a promising career in social media management.

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