

Internship Report

“A Study on Community Management through Social Media at D’reach”



Internship Report
On
Community Management through social media
At D'reach (Advertising agency)
Dhanmondi, Dhaka

Prepared for

Siddiqur Rahman
Assistant Professor & Associate Head
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Prepared by

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Date of submission: 12th February, 2022

Letter of Transmittal

Date: 12th February, 2022

Mr. Siddiqur Rahman

Assistant Professor & Associate Head

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of internship report on community management through social media

Dear Sir,

I am very pleased to submit my report about my internship at D'reach advertising agency on the topic of "community management through social media".

My report is based on 3 months of experience in community management internship at D'reach. I have tried my best to make it as valuable as possible. Despite time constraints and exhaustive knowledge, I have put my best effort to represent it in the best way. Please accept my deepest apologies if I have made any misrepresentations.

I hope your kind judgment on the matter and my obligation.

Yours Sincerely,

A handwritten signature in black ink that reads "Tasnim". The letter 'T' is large and stylized, with a horizontal line extending to the right. The rest of the name is written in a cursive, flowing script.

Nure Al Tasnim

182-11-5895

Certificate of Approval

This is to certify that the internship report titled “A study on community management through social media at D’reach” prepared by Nure Al Tasnim ID: 182-11-5895 of BBA program, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University has been recommended for submission and presentation.

Nure Al Tasnim carries ethical and moral character and is really pleasing, similarly as a student. It is such an excellent pleasure operating with her. I want her to be successful in her life.



.....
Siddiquir Rahman
Assistant Professor and Associate Head
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Declaration

I, the undersigned, hereby declare that the Internship report “A study on community management through social media “has been prepared by me under the supervision of Mr. Siddiqur Rahman, Assistant Professor and Associate Head, Department of Business Administration, Faculty of Business and entrepreneurship, Daffodil International University.

I solemnly declare that to the most effective of my knowledge; a part of this report has been submitted here or elsewhere in an exceedingly previous application for the award of a degree. All sources of information used are punctually acknowledged.

The work I have been presented does not have any existing copyright, and any part of this report is not copied from any work done earlier.



Nure Al Tasnim
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Acknowledgment

My first and foremost gratitude goes to the Almighty Allah for the blessing upon me for making it this far to get the opportunity to work at a company like D'reach.

My gratitude to my parents cannot be expressed enough for their continuous support and encouragement and thanks them for providing me with the opportunity to learn.

After that, I would like to take the opportunity to thank my internship supervisor Mr. Siddiqur Rahman, Assistant Professor and Associate Head, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University for offering valuable professional advice and guidance. He has been very patient throughout the time. In particular, he provided valuable feedback on how to improve my report by adding more effective information in it so that the reports are more effective and become quality documentation. Through his monitoring, I chose a topic for my internship report, and working on this topic was educational. It would not have been possible for me to complete this report without his guidance, structure, and strictness.

Preparing this report was exciting and laborious at the same time. In this report, I have been able to draw from my real-life experiences for the first time.

I am grateful to Mr. Rabeth Khan, CEO of D'reach, who is the very reason I got the chance to work in this company. My gratitude to him for seeing potential in me that led him to hire me and my continuation at D'reach.

My final vote of thanks goes to Nabila Kamal (Executive, Business Development), Mahphara kaiser(Management Trainee) Salma-E-Akter (Manager, Brand portfolio management), and Samiha Gulshan Ara (Executive, Group people relations and operation) at D'Reach, who have groomed me not only as a fellow professional but also as a younger sister while I served as an intern under their supervision.

They provided valuable information as well as recommendations and suggestions and were able to provide help whenever I needed it. These two young and energetic professionals contributed valuable information to me, and the path to this information was only possible because of these two people. These data have supported me to complete the internship report. Furthermore, they provided guidance on what measures I should take to improve my report.

Thanks for being there to clarify any confusion about the company I ever had and for patiently guiding me about various company brands that I was required to follow.

Finally, I would like to convey my veneration and gratitude to all the faculty members for their teaching.

Executive Summary

The revolution of digital technologies, especially that of social media platforms like Facebook, LinkedIn, Instagram, or Twitter, has shaken up companies' traditional communication scenarios. As a result of online communication, brands are reaching their target markets faster and more effectively. This is where "Community Management" comes into the picture.

In this report we are trying to find out how impactful the social media community management is and in-depth understanding of community management. We will also analyze the purpose, methods and some elements of social media community management.

After that we applied how social media community management is helping conventional marketing and we will identify some problems related to the social media community management at D'reach.

Furthermore, we gave some recommendations. If authorities follow this recommendation and take necessary steps to fulfill those recommendations, they will be able to improve their value and satisfy their customers and earn more potential customers.

This report is a study on community management through social media on D'reach advertising agency. The broad objective of the report is to learn about how to manage the Facebook community if they have any queries about the brand or products and some analysis about social media and community management.

Table of Contents

Letter of Transmittal	ii
Certificate of Approval	iii
Declaration	iv
Acknowledgment	v
Executive Summary	vii
Table of Contents	viii
	1
Chapter -1	1
Introduction	1
1.1 Introduction	2
1.2 Background of the Study	3
1.3 Objectives of the Study	4
1.4 Scope of the study	5
1.5 Methodology	6
1.6 Limitation	7
	8
Chapter -2	8
Company Overview	8
2.1 Company Overview	9
2.2 Services of D'reach:	10
	13
Chapter-3	13
Analyze the customer engagement through social media	13
3.1 Impacts of social media on customer engagement:	14
3.2 Analyze the elements of the social media community management:	16
3.3 Job responsibilities:	18
3.4 Analyze the benefits of social media community management:	19
3.5 Analyze the brand progress through social media community management:	21

3.6 Social media community management to develop the conventional marketing process:	23
3.7 Tools and technologies used for community management:	24
3.8 Glimpse of community management:	27
3.9 The functions of social media community management:	28
	30
Chapter-4	30
Major findings	30
Findings:	31
	32
Chapter-5	32
Problem identification	32
	34
Chapter-6	34
Recommendation	34
Chapter-7	36
Conclusion	36
References	38

Chapter -1
Introduction

1.1 Introduction

In this digital age, individuals connect through social media to share experiences or build relationships. Developing a culture among them, the tribe, the fans is key to any brand's success. Community management is all about creating experiences that allow consumers to interact with brands. Finding or beginning discussions and developing the community is an absolute necessity for enduring organizations, and increases in significance and effect as the business develops.

Community management introduces the brand to the world as an agreeable, educated character that others cannot help but want to engage with and it surfaces freedoms to fuel positive conversations about and around the items. In addition to building a loyal fan following, investing in a strong community will encourage them to advocate for the brand as well as provide support when necessary.

In community management, there are many important aspects, such as monitoring, engaging, moderating, and measuring which are described in detail in the following parts of the report. There are several strategies that a brand needs to adopt to succeed in the online world and the importance, significance, and implementation of these strategies can prove to be very useful for any brand. Community Management is clearly the need of great importance for the associations who need to make another skyline of client experience and that too practically and enjoys many benefits which straightforwardly and in a roundabout way influence the concerned association. However, there are many difficulties that the associations can experience during the execution of the methodologies.

1.2 Background of the Study

This report, “Community management through social media at D’reach” has been prepared for the required BBA program as a means of the internship program. While preparing this report, I had a great opportunity to know how to manage people on social media and various community management strategies. The purpose of this report is to gain practical knowledge about the advertising/marketing sector and to gain awareness of the practical corporate world. During the program, I gained an understanding of organizational behavior and the management style of the organization, which helped to fill the gap between my theoretical knowledge and practical knowledge.

During my internship, I was supervised by Siddiqur Rahman, Assistant Professor, and Associate Head, Faculty of Business and Entrepreneurship, Daffodil International University.

1.3 Objectives of the Study

The objective of the report is to fulfill the requirements of the Internship program of the Bachelor of Business Administration (BBA). To meet my requirements, I have even divided it into two aspects: broad objective, and specific objective.

Broad objective

The broad objective of the report is to illustrate how D’reach is maintaining social media community management services to different brands it is providing support to As a result, traditional marketing can no longer reach customers as it cannot reach them across multiple channels. In contrast, digital marketing especially social media marketing is the new norm, and this is the most effective way of marketing in this age, and community management is also a big part of it. In this report, we will see how D’reach has been providing community management support to different brands, how effective the approaches are, and how brands find them very impactful.

Specific objective

Some of the tangible objectives of the internship and the report are listed as follows. During my internship at D’Reach, I have done my best to accomplish these objectives.

- Explaining social media and its impact on community management
- To analyze the purpose, methods, and elements of social media community management
- To apply social media community management to develop conventional marketing processes
- Identify the problem related to the social media community management at D’reach
- Recommend a list of suggestions for community management based on the findings

1.4 Scope of the study

The specific purpose of the report is to understand the different concepts of community management through social media, but while implementing it might differ from situation to situation.

With this study, I can compare classroom knowledge with the real situation of a market, which helps me to get a better understanding of the reality. It is possible to have different concepts and practices by learning theory and facing real-world situations. The purpose of this study is to help in understanding and knowing how to deal with different kinds of customers and how to make impressive online campaigns.

This report will also try to illustrate how social media community management is the most important and effective marketing method for most popular brands and their community management.

1.5 Methodology

This report has been prepared based on the experience and information procured during the time of my internship position. In order to prepare this report, I have used both primary and secondary data.

Primary data

In this report, no structured questionnaire was used. I collect data for the digital marketing process and most of the information through interviews and first-hand observations of other team members and my project guide of the company.

Taken interviews of the following person

- Raisa Mehjabeen(Asst. Manager, Group People Relations and Operation)
- Gulshan Ara(Executive, Group people Relations and Operations)
- Saima Jahan(HR, Group People Relations and Operation)

Secondary Data

As part of this report, I have collected secondary data on a larger scale. The information about D'reach's organizational structure and corporate culture was obtained from the website of dreachbd.com. Secondary sources such as websites, client feedback, and previous studies were used to collect data for this study.

1.6 Limitation

My organizational supervisors have been kind enough to walk me through all the processes and familiarize me with the organization and its culture. Some of the major limitations are as listed:

- **Time:** The lack of time for these interviews and the lack of in-depth interviews was a significant constraint for this report. Due to my assigned work and official exercises, as well as the comparatively shorter submission deadline, I was not able to gather enough information and conduct more in-depth interviews.
- **Confidentiality of sensitive information:** Due to much of the information regarding the organizational structure and the product itself being confidential and sensitive, there might be some information gaps left in the report at some places.
- **The human factor:** Since much of the information presented in this report is based on interviews with the official personnel of D'Reach, we have to consider the human factor. Some of the opinions and information introduced in this report may not be totally correct and fair.

There are times when my supervisor is unable to provide me with enough time to guide me to write this report due to official commitments and client meetings. The time available also isn't enough to properly understand an organization's inner workings and develop a research-based quantitative.

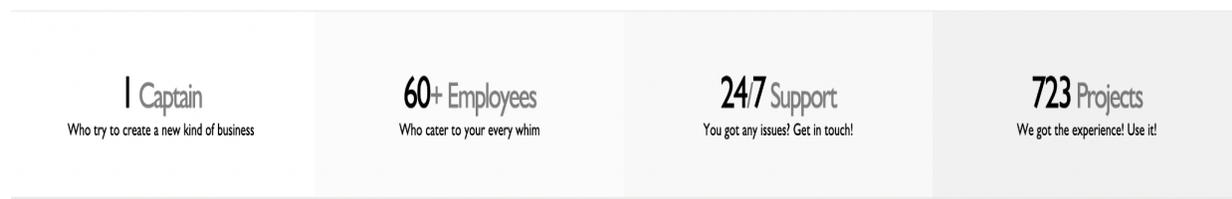
Chapter -2

Company Overview

2.1 Company Overview

According to D'Reach corporate website "The excursion began in 2004 with wants and dreams to change insights. View of how the customer sees brands, how brands see buyers, how promoting organizations see brands, and how brands see publicizing offices. ICC U19 Cricket World Cup 2004 was the drapery raiser. ICC U19 Cricket World Cup 2004 was the drapery raiser. The belly period stopped in 2005 May to bring forth a full-administration organization - MACOMM, a basic name which implies media, promoting, and correspondence. TOSHIBA, Panasonic, and Tourism Malaysia - 3 worldwide names in the initial a half year and all advanced to connections of over 10 years. Max speed ahead and the rundown till today had and has the absolute greatest global brands of the world - Samsung, Robi Axiata, Ernst and Young, Nokia, Standard Chartered Bank, NEC, Riso, Ajinomoto, Daikin, Hitachi, Honda, CBL Munchee, Proton, Dragonair, Cathay Pacific, The Body Shop, MTV Asia, L.M.Ericsson, Sanofi Aventis, Kumarika, LAUGFS Gas, KDK, Air Asia and Action Aid. Nearby enormous names Beximco, Walton, KDS Group, YELLOW, and Lovello graced the rundown. MACOMM made unending first tasks, sustained inventive minds, and assembled accounts of brands. Dentsu and MACOMM held hands and made MACOMM a piece of the worldwide publicizing scene. Crusade Asia highlighted us, The Drum included us, Spikes Asia highlighted us, and Money FM 89.3 Singapore highlighted us. Fizzled, learned, won, and made achievements - all in an excursion, which go on today and embracing the following ten years of change of brand working through innovation and advanced marvels. Living on to greater dreams. To dream, to dare, to do."

D'Reach at a Glance:



2.2 Services of D'reach:

From consumer insights, competitive insights, planning, buying, campaign optimizations, reporting to the future-ready capabilities of artificial intelligence, virtual reality, augmented reality, in-app video advertising, and premium online cricket properties, we provide a comprehensive inventory of day-to-day services. With Dentsu Aegis Network's digital arms, including Isobar, i-Prospect, SVG, and others, we are able to deliver digital services efficiently.

Digital Marketing Strategy and planning: We design measurable strategies to build a client's effective presence in the digital ecosystem by implementing an efficient process.

Online and social media campaign plan development: Using global tools and processes to provide consumer insights and target audience selection and filtering, we are committed to developing measurable and result-driven plans for Bangladesh's rapidly growing social media and online landscape.

Digital media buying: D'reach, as one of the top advertisers of social media and online platforms, has an excellent one-on-one relationship with international companies like Google, Facebook, and Yahoo, as well as the leading local online platforms. We have one of the best negotiation and bidding efficiencies in the marketplace. We also ensure continuous monitoring of the live campaigns to optimize the campaigns and maximize client budgets.

Community management: Having a strong presence in the digital ecosystem across diverse social media platforms is a given for a brand. In order to efficiently manage client's social media community presence, we have implemented a framework of efficient page management and response management systems.

Digital content production: It is our pleasure to be different than most other digital agencies in the marketplace because we have in-house creative designers, copywriters, and AV producers ready to deliver a wide range of contents from static to GIF to animation to videos, to engage the core target group of the brand daily.

Market and segment analysis: Through a mesh of analytical approaches, we are analyzing the digital landscape by industry & brand, identifying opportunities to leverage business goals, then think and act in the right direction.

Reporting and financial transparency: We pride ourselves on our transparency. If needed, we provide in-depth analytics and reports on the execution of digital campaigns, including full read-only access to the direct platform's execution pages and the business manager platform. To provide clarity of finances, the campaign billings are supported by supporting platform documents and relevant third-party documents.

Global platform partnerships and knowledge building: Direct connections and relationships exist with global platforms such as Google, Facebook, and Yahoo. In the event of such a partnership, D'reach client campaigns are supported by dedicated personnel from Google, Facebook, and Yahoo, which assists in achieving the campaign KPI with the utmost accuracy. We also participate in training sessions with Facebook, Google, and Yahoo teams, which enhances our team's digital knowledge.

Dentsu aegis network collaboration: We are fully supported by the leading Dentsu Aegis Network digital verticals such as Isobar, i-Prospect, SVG, and others which allow regular free flow of global practice infusions into our digital teams and continuous refinement of digital strategy development, planning, and buying.

D'reach Services:

 <p>DIGITAL MARKETING STRATEGY AND PLANNING</p>	 <p>ONLINE & SOCIAL MEDIA CAMPAIGN PLAN DEVELOPMENT</p>	 <p>DIGITAL MEDIA BUYING</p>
 <p>COMMUNITY MANAGEMENT</p>	 <p>DIGITAL CONTENT PRODUCTION</p>	 <p>MARKET AND SEGMENT ANALYSIS</p>
 <p>REPORTING AND FINANCIAL TRANSPARENCY</p>	 <p>GLOBAL PLATFORM PARTNERSHIPS AND KNOWLEDGE BUILDING</p>	 <p>DENTSU AEGIS NETWORK COLLABORATION</p>

Chapter-3

Analyze the customer engagement through social media

3.1 Impacts of social media on customer engagement:

Social media or social networking services have gained a lot of popularity in recent years and people from all walks of life have been using it every day. Currently, social media is not limited to connecting with people only, rather businesses are also finding their potential customer in those social media platforms and the communication between customer and brands are easier than ever. Community Management on social media has 4 major parts:

Monitoring	Engaging
Moderating	Measuring

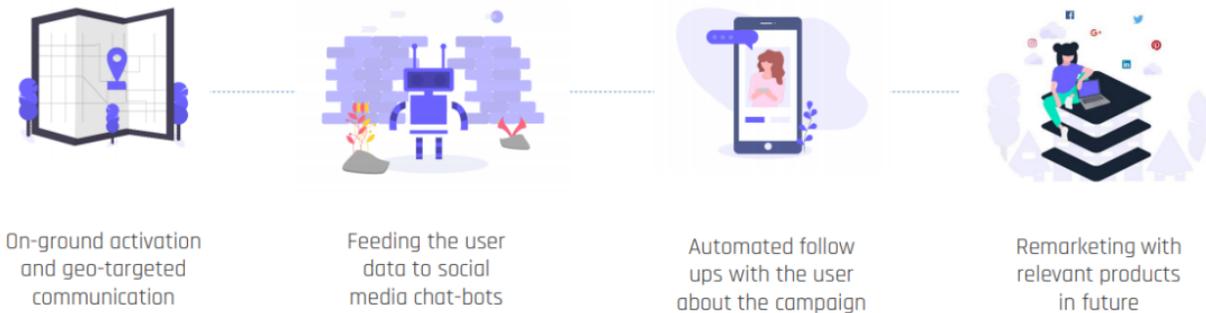
- 1. Monitoring:** Customers often share their experience or complaints in social media and those comments impact the decision making of a potential customer. For example, in Facebook, customers often tag the brands in order to get attention and this is a great opportunity for the brands to interact with customers. So, brands should continuously monitor the conversation of customers in the social media space.
- 2. Engaging:** When a brand engages with its customers, the confidence level of customers grows a lot. When a brand responds to comments or queries, it leaves a digital footprint and the more positive comments a brand and its customer generate, the stronger the brand reputation becomes. For instance, when a potential customer tries to make a new purchase, he/she often goes through social media spaces and when it is found that the brands are responding to those queries or comments regularly, customers would be much more confident to make their purchasing decision.

- 3. Moderating:** It is very important to manage the brand reputation online. This often requires keeping the social media profile clean from spam and ensuring that any negative comments or feedback are addressed properly. Customer complaints are unavoidable and must be dealt with in a proper way and it is important to take note that brands should not alter those complaints in any way. At the same time, there would be some sensitive or violent comments which must be hidden from the public because keeping them will confuse the customers.

- 4. Measuring:** Conversations can happen anywhere online, but it is not possible to be present everywhere. So, it is very important to figure out in which channel the customers are more active and where you can better satisfy your brand audience.

3.2 Analyze the elements of the social media community management:

1. Campaign Planning: In order to increase the customer engagement, a campaign needs to be designed in such a way so that the main objective could be met. For example, by launching a campaign on Facebook, 500,000 audiences need to be reached within Dhaka city whose ages are between 35 and 45. For this campaign, we have a couple of goals to achieve and a proper planning needs to be done for that. What kind of content needs to be shown for the given audience group and how long does that campaign should run, all are the important aspects of planning.



2. Client and Service Management: Client and service management is all about managing customers and providing the service by the organization. There are so many queries coming from the customers related with products and services ,the client and service management team will ensure the met of those customers. It is the process of managing every aspects related to customer service and there are lot of sources of data about customers and their queries about products and that's what client and service management does.

3. Creative ideas: This specific team manages all the media contents for community management. A group of committed staff are responsible for conveying content such as static posts, promotion videos, OVC, TVC, etc. Subsequently, this group should be exceptionally refreshed with every forthcoming pattern going on the lookout and remembering the brand picture and their correspondence design at the same time.

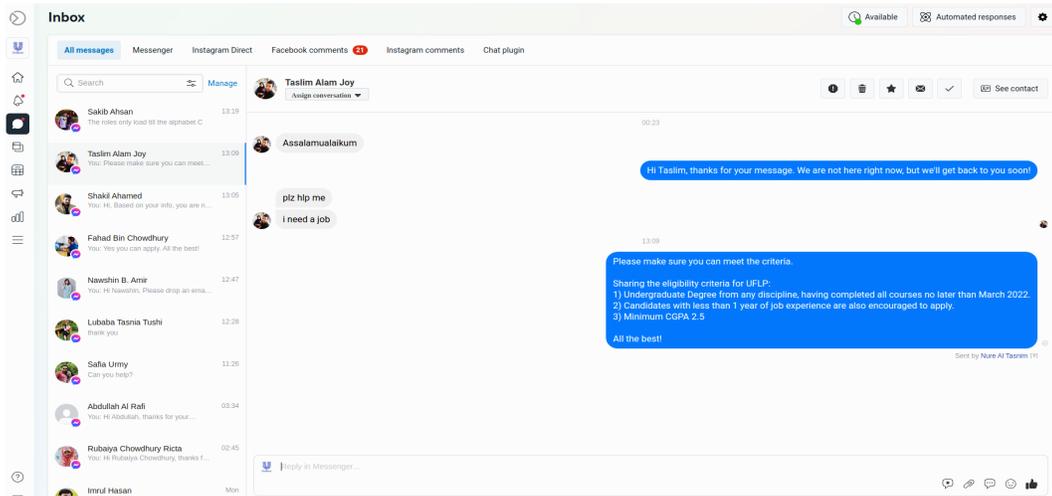
4. Query Management: During the internship I was mostly part of this team and the essential task is to respond to customers' questions. For each brand/page that we manage, we prepare a FAQ (Frequently asked questions) list and create the sample answer for all those questions. When a customer leaves a question, we try to find it from our FAQ list and retrieve the response and reply accordingly. Sometimes, we need to make some adjustments depending on the nature of the question.

However, there are also times when we could not find the answer and we need to discuss internally with the brand owner to prepare the proper response. The response must be relevant, timely and accurate. During the internship, I was responsible for managing 2 most popular brand pages in Bangladesh which are Unilever careers page and Pledge harbor international school.

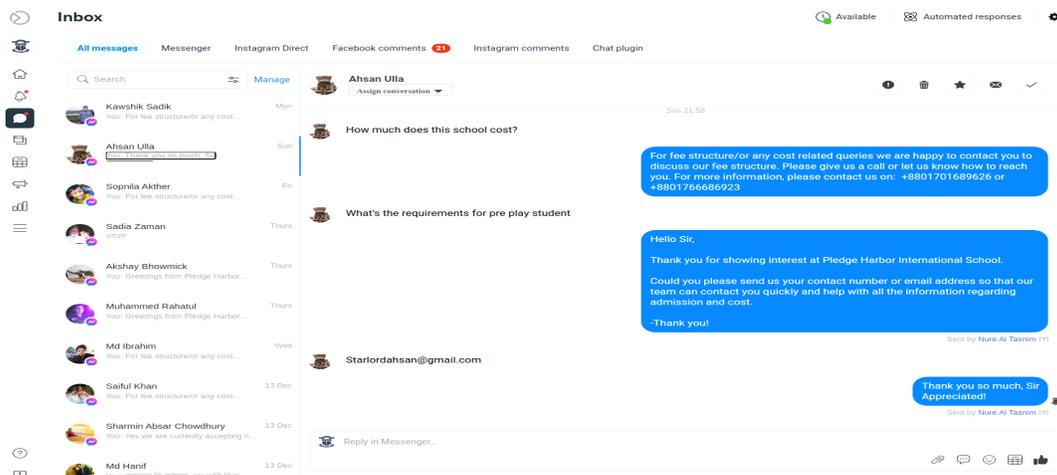
3.3 Job responsibilities:

During the period of 12 weeks of internship, I managed these 2 following accounts:

Unilever careers (BD): I was managing the page of Unilever's future leader's program (UFLP 2022). The Unilever Future Leaders Programm(UFLP)- our management trainee program is a 15-month accelerated leadership program preparing fresh graduates and young professionals for leadership roles.



Pledge Harbor International School: Pledge Harbor is one of the top 3 IB residential boarding schools in the world with the full IB curriculum including all four programs. I was also assigned to manage their page FAQs as well.

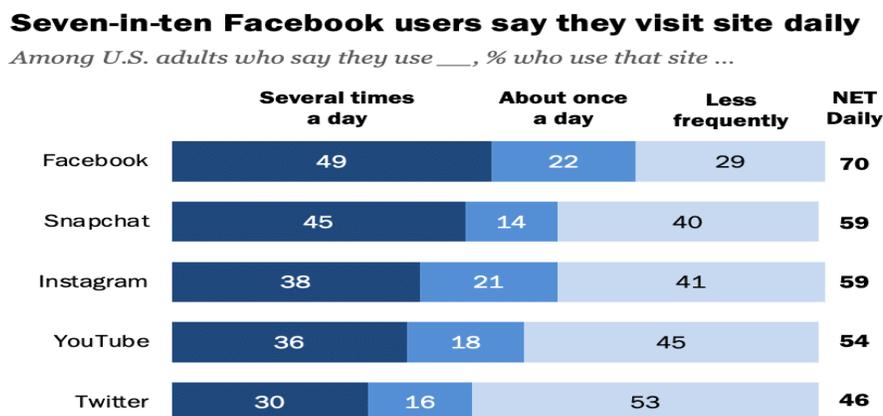


3.4 Analyze the benefits of social media community management:

1. Increase brand awareness: Half of the world’s population uses social media platforms like Facebook, LinkedIn, Instagram and Twitter. These are a natural place to reach new and targeted potential customers. People cannot only connect with brands they already know on social media. Regarding that 83 percent of Instagram users say they discover new products on the platform as well as it also happens in Facebook(Auxier, B., & Anderson, M. ,2022, January 31).

2. Humanize your brand: The ability to create real human connections is one of the key benefits of social media for business. It’s means your followers to the people who make up your company and showcase how existing customers are using it. It shows how your product works in real life, and how you’re set down the interests of your employees and customers first. That's how people can reach out to your product, and this is how your brand benefits from social media through community management.

3. Stay top of mind: The current percentage of people using social media 56.8% of world's total population and 70% of social media users log into their accounts at least once per day, according to a 2021 study(Auxier, B., & Anderson, M. (2022, January 31)and 49 percent admit to checking social media several times per day.



4. Increase website traffic: Social media posts and ads are the main ways to drive traffic to websites. Sharing great content from your blog or website to your social media page is a great way to get readers as soon as you publish a post. Participating in social chats can also be a great way to increase visibility, also you can get attention from new customers, and drive traffic to the website.

5. Boost sales: There is another benefit of social media management which is to boost sales. Whenever you talk to the customer about your product that can help to increase your sales growth. Your social accounts are a critical and difficult part of your sales. As the number of people using social media continues to grow and social sales are also increasing. That's why social networks are important for product sales and to increase sales.

6. Promote content: Promoting content on social channels is a great way to get your smart, good content in front of new people, proving expertise and growing audience. For example, Hootsuite shared fun facts and stats from that brand that can reach customers easily and that will be beneficial for the brand.

7. Reputation management: For reputation management social media community management is the great way to do that. Customers are already talking about you on social media, whether or not you're there to respond. For example, If you pick up on important social posts about your brand to highlight the positive and address the negative before it turns into a major issue like people are posting about their frustration with a bad customer service experience.

8. Customer and audience engagement: Community management is the best way to engage customers and audiences. If we look at the traditional media, they offer only one-way communication, social media is a two-way street's you want customers and followers to be engaged, you must be engaged yourself to your customer. That's how you can engage new customers through community management. You must stay active and respond to comments and questions on your own social media posts in a way that's appropriate to your brand.

3.5 Analyze the brand progress through social media community management:

Social media community management is really effective for brands, you can easily analyze the progress. Here will show some of the brands that I worked in and their progress through social media community management.

Result:

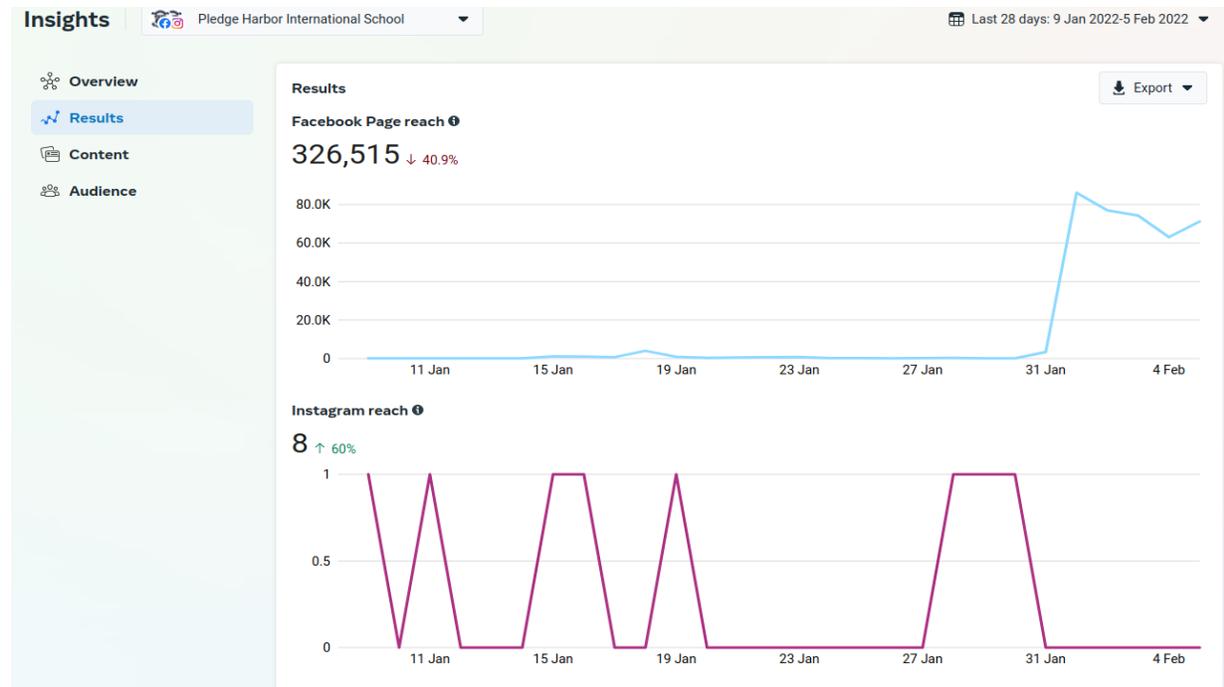


Figure-1(3.5) Facebook and Instagram page reach

In this figure we can see pledge harbor international schools Facebook page reach. Basically, I maintain their page from the month of last December 2021 and here we can see there are more reach in the month of January and it's continuously maintained in February as well. So, on Instagram we didn't focus on it. Our main target is to reach our guardian so most of the parents use Facebook.

Content: If you look at figure-2 (3.5) the post on the 27th January 2022 this post has a lot of reach ,like comments because good content can create a huge response as well as in January 18 ,2022 this post also has a good reach rate.

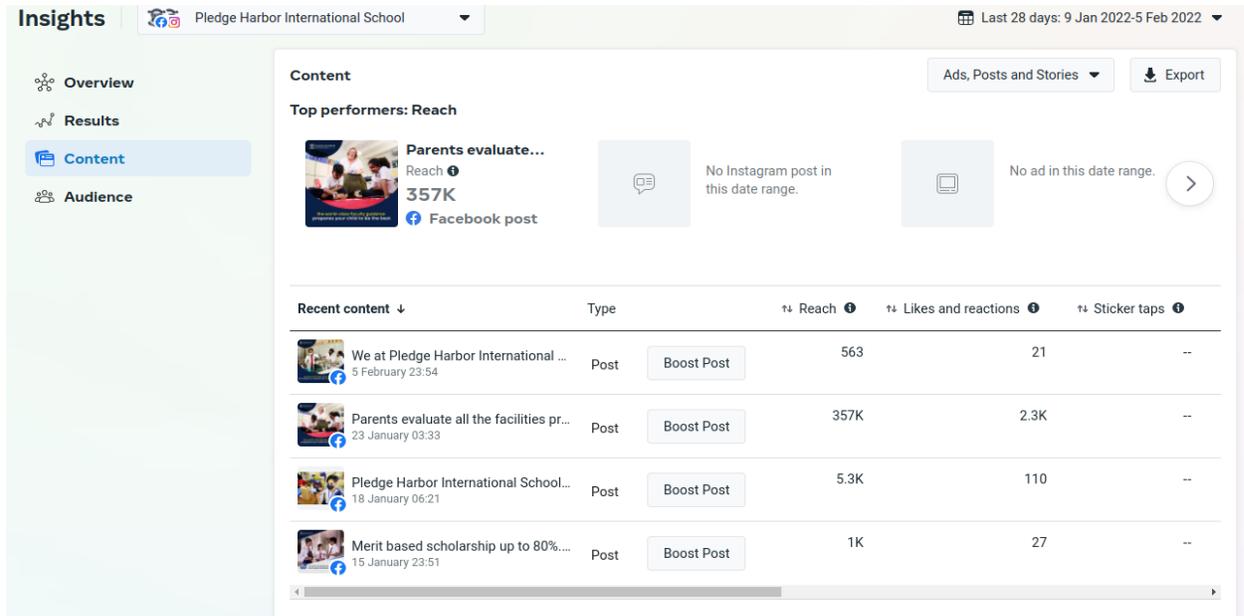


Figure-2(3.5) Top performance content

Audiences: Whenever you will boost a post you have to select your audience, if you are able to select the target audiences then you can reach your estimated goal. Here Figure-3(3.5) we can see that our audiences were aged 18 to 65+. Here men's responses mostly the responses rate 77.9% and women 22.1%.



3.6 Social media community management to develop the conventional marketing process:

We are living in a digital era that has resulted in major advances in the area of marketing. It's difficult to ignore social media's true power. The traditional marketing process will no longer be effective. Social media is speedily becoming one of the most essential components of digital marketing, given that incomparable benefits enable companies to reach millions of consumers around the world.

Enhanced brand awareness: The traditional marketing system was used to print out brand services and values that was so difficult to customer engagement and customer communication now digital social media marketing left behind those struggles and it is very easy to communicate with customer, easy to understand what customer wants from the brand that helps a lot to conventional marketing. More than 91 percent of marketers stated that their social media accomplishments considerably enhanced their brand awareness or heightened customer engagement by investing a few hours per week (Needle, F. (2021, November 15)).

Engage with more customers: Customers can be engaged and interacted with through social media rather than seeing a newspaper advertisement. The more you connect with your audience, the more likely it is that they will convert so by social media it's easy to engage.

Brand loyalty improved. It makes it easier for customers to find and communicate with brands, when they have a social media presence. Customer satisfaction and loyalty are more likely to improve if brands communicate with customers on social media. Since one of the key objectives of almost every company is to build a loyal customer base. Customer satisfaction and brand loyalty are often related. It was critical in the traditional way to connect with your customers on a regular basis and begin to form a bond with them. Social media is a great way to introduce your product, also a great place to run promotional campaigns.

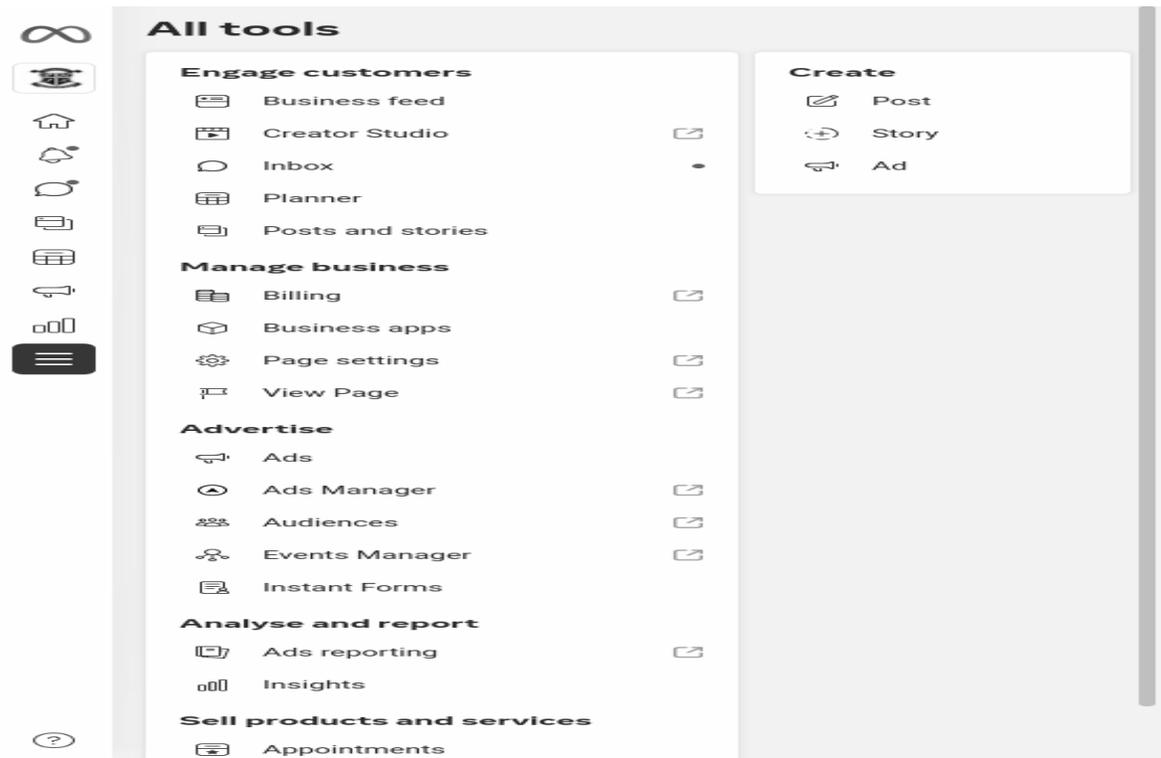
Increased footfall: Another advantage of social media community management that plays for conventional marketing is that it contributes to the expansion of the website's traffic. Customers

would be more likely to visit a website if a company posts content on social media. The better-quality content posting on social media accounts, the more inbound traffic a company gets and the extra adaptation opportunities it has.

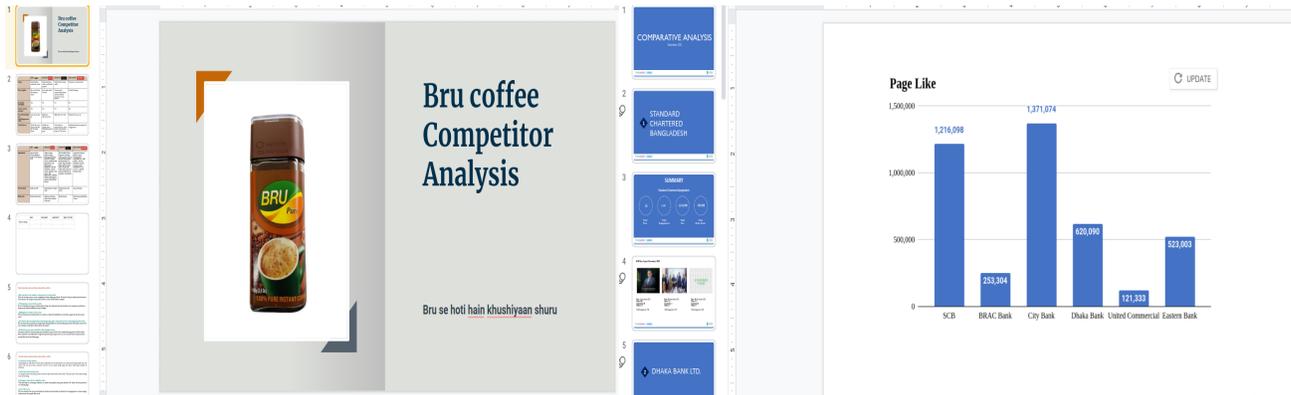
3.7 Tools and technologies used for community management:

I was managing a Facebook page and there are some tools and technologies I have been using for community management.

1. Facebook Meta business suite: When you are an advertiser and want to manage multiple Facebook pages, run advertisement, manage customer queries then you should go for meta business suite. It is a free tool that centralizes Facebook, Instagram and customer management at a single place. It can save time to create, post, engage, and boost posts. Currently, we are using these tools for social media marketing and for queries management.



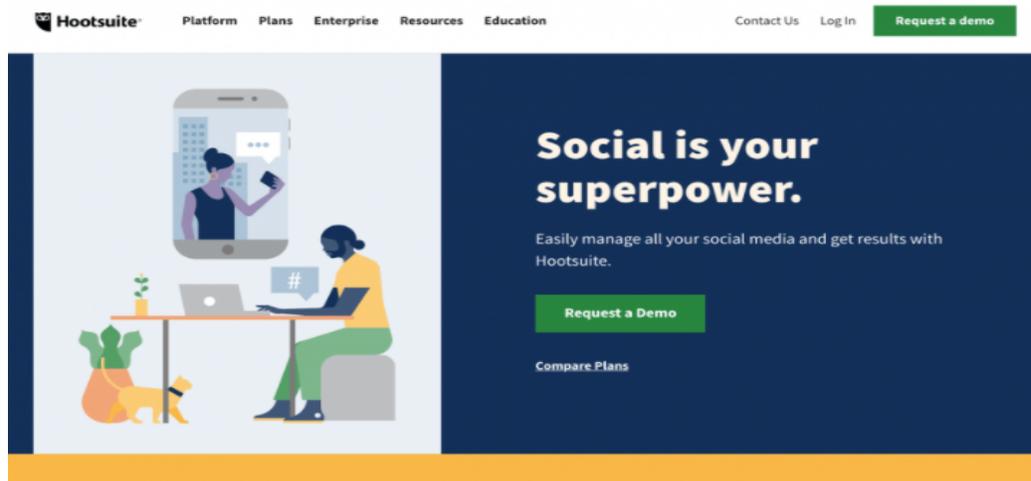
2. Microsoft office: We have been using Microsoft office for competitor analysis and for FAQ distribution as well as monthly different organization comparative analysis and so on. Microsoft word, PowerPoint and outlook are the major applications from Microsoft office that we have been using heavily.



3. Whatsapp: For internal communication, we are using whatsapp groups where we share our problems and all questions and discuss further about our services. There are several groups in whatsapp which serve various purposes:

- i) Query management team
- ii) PHIS Internal team
- iii) Clients SMCM

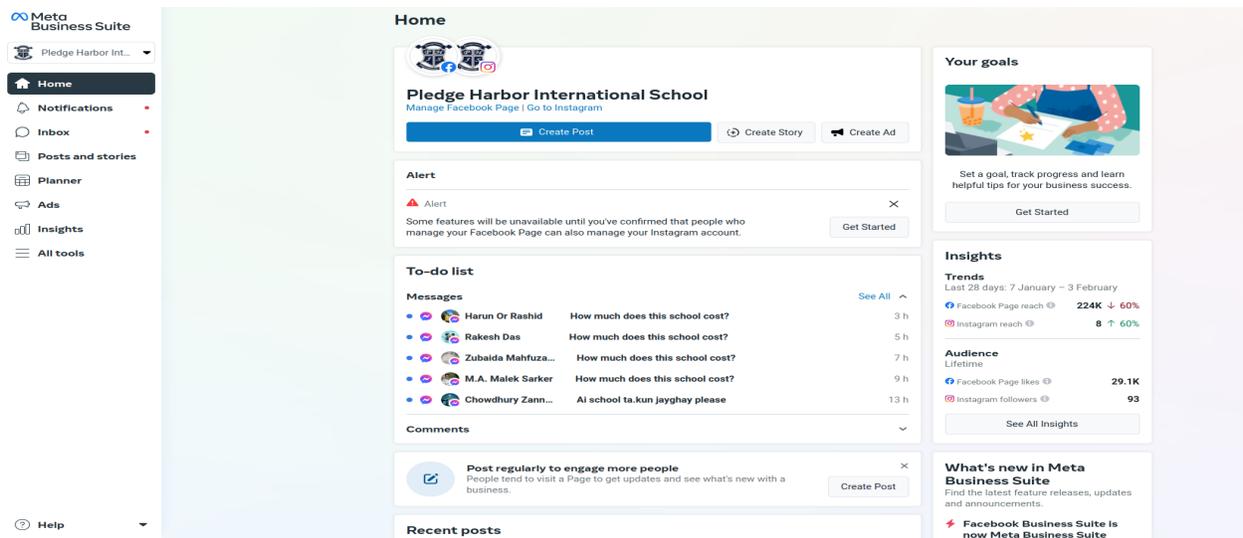
4.HootSuite: The technologies we have been using before social media management are Hootsuite. This is very easy to use and popular.



The platforms you can use for Facebook, Instagram, Twitter, LinkedIn, Google My Business, & Pinterest. Hootsuite was first on the social media marketing scene and has been around since 2008. They are well known for content curation, organization, and scheduling. The Hootsuite social media management tool allows for scheduling, meaning you can upload several posts at once in addition to client management support. They do not have an Auto Post feature, social inbox or influencer search.

3.8 Glimpse of community management:

The following is a screenshot of the landing page of a brand in the Facebook business suite. It shows the overall performance of the brand page in Facebook which includes the historical performance and important insights.



This is another screenshot of how advertising has been doing and the summary of previous campaigns.

Ads	Reach	Objective	Amount spent
27 Feb 2020 Video views Scholarship avalla...	250K Reach	250.3K ThruPlays	\$500.00 Spent out of \$500.00
17 Dec 2019 Post engagements Scholarship Avalla...	148.7K Reach	56,404 Post engagements	BDT42,500.00 Spent out of BDT42,500.00

3.9 The functions of social media community management:



Social networks: Social networking connects managers with employees, customers, job seekers, buyers and sellers and other professional contacts in new and diverse ways. By virtually erasing the boundaries between individuals from different locations and organizations, social networking creates new opportunities for communication and collaboration, and this is often how social networks engage customers.

Organizing events: Events can provide a platform to enhance perceptions of a host destination in order to boost its reputation and investment in an area. However, organizing events is also a part of community management. For example, if you organize an event through social media and how much participation you will get from that event you can easily communicate about the products and services, but it is important to try and estimate the number of people engaged with watching or reading and joining your event.

Sales: social media plays some key roles in the product and service sales. The first one is developing awareness among the customer through sales. The second one is customer education or building loyalty and influence through sharing useful, entertaining, or otherwise valuable content via social networks by using some selling methods. Social media plays a significant role for sales and customer communication also included into it.

Customer service: Customer services in social media are providing support through social media channels, like Facebook message and Twitter. It allows businesses to meet customers' demands where they can get the answer quickly. Over 60% of shoppers think solving a problem fast is the most significant part of good support (Murphy, M. ,2022, January 12). So this is often another best performing function of community management.

Audiences: A social media target market is the specific group of individuals you wish to reach out through your social channels. They are the people that are possibly to have an interest in your content, products, or services. They are likely united by some common characteristics, like demographics, interests and behaviors.

Advertising: Social ads have plenty of flexibility around how you want to present your content. So, not only you are able to target the proper audience but also you will give them a message which is relevant, useful, and interesting. For example Facebook has the flexibility to focus on supported demographics, interests, activities or behaviors and layer those targeting options to seek out your niche. It is a robust advertising tool.

Public relation: Public relation is simply called PR and social media are supported communication but social media, with its real-time messaging, amplifies your message, allowing PR to be stronger and more impactful. Content published via news releases, emails, and other PR related means can live longer, spread faster and reach further with the assistance of social media.

Chapter-4

Major findings

Major Findings:

The study has been concluded aiming at identifying important factors of social media community management and the followings are the key findings of social media community management:

- Social media improve the customer engagement through a set of activities
- Tools and technologies including Facebook Meta Business Suite and Microsoft office are widely used for community management through social media
- To try a creative idea for better customer engagement social media offers wide range of activities to choose from
- It is much easier to find potential customers through social media because social media provide accessibility through tools
- Customer can easily reach out to business through social media page
- Brands are understanding the importance of digital presence more than ever in order to stay competitive in their field
- It is easier to measure of progress of brand through social media
- All the major issues conventional marketing is resolved in social media community management, and it is much more effective

Chapter-5

Problem identification

After working in the social media community management field at D'Reach and observing this, I have come up with the following problems:

1.Lack of investment: It is no longer debatable that community management is one of the most effective ways of reaching customers in recent years but if we see the amount of money people use for social media advertisement, it is still much lesser compared to other media. There are lots of brands that are not willing to invest money in digital platforms because this is still new for most of them and there is always a fear for the new things to adapt.

2.Lack of advertisement: Community management service through social media is new for most of the companies in Bangladesh and there are companies that know the impact of this new area of marketing. In order to let more people, know about the benefits of social media marketing, there needs to be a lot of advertisements which will make people aware about the endless benefits of this platform.

3.Lack of digital presence: There are so many brands in Bangladesh that do not have online presence in any social media and in this age, there is no alternative of social media to reach target audience easily. According to a report published by The Financial Express, the total number of internet users in Bangladesh is nearly 120 million which means almost all the potential users of any product or services can be reached out through social networking services (The Financial Express bd,2021).

4.Lack of training facilities: Digital transformation is still a thing of wonder in Bangladesh, and it is a very difficult and time taking process to bring everyone under this umbrella and the reason for those difficulties is providing training to brands stakeholders. There are not enough training centers from where people can get training about community management and not every company or brand is willing to offer this type of training to their employees. Even in the University, digital marketing or social media community management courses are not offered.

5.Lack of Skilled Manpower: The number of skilled workforces in digital marketing is much lesser than required and this is one of the major problems which is hindering the progress of achieving full digital transformation for brands and that's hampering for community management.

Chapter-6

Recommendation

After working in the social media marketing field at D'Reach and observing this, I have come up with the following recommendations.

1. More Investment in Digital Marketing: For the industry to have more growth, Brands need to invest more money in this sector so that agency ideas are not hampered due to budget restrictions. It is often seen that brands are reluctant to invest more on digital platforms and different campaigns are put on hold due to a lack of budget.

2. Put more effort on advertisements: It has been observed that digital agencies are not launching enough advertisements about the services they offer and because of that many brands are not aware about the ways their marketing or client communication effort can be improved. Digital agencies should regularly advertise their service.

3. Digital presence on all platforms: In the digital age, it is true that having an effective Facebook page is very important. But Facebook is not the only digital platform available. Website content, YouTube channels, Twitter and Instagram, etc. all contribute to making a lasting impression on a consumer's mind. Basically, it's a consumer-driven industry, the industry moves where the consumers move. That should be improved in D'reach.

4. Revise academic semester based on industry trends: Throughout my internship journey with D'Reach, I have come across so many things which I had never been introduced to during my academic semester at DIU and according to my other colleagues, there is a significant gap between our course curriculum and industry demands. So, I think it should make much more sense to restructure the curriculum and make it more aligned with the latest industry trends.

5. Train digital workforce: In order to fulfill the digital transformation of any brand, there needs to be a capable workforce who can drive the journey. In the current circumstance, there are still a limited number of companies and individuals who are capable enough to work in this sector. This sector is growing at a very fast pace and there is a huge demand for a skilled workforce who are specialized in social media and community management.

Chapter-7

Conclusion

After completing this report, I learned a lot that will enrich my experience and knowledge. My internship started with a lot of nerves and anxiety about how I was going to fit into the department I was working with. However, I was delighted to be part of a team that instills positivity and friendliness. Each and every one that I have worked with at D'Reach has helped me fit into the corporate environment so well that I have started feeling a certain loyalty to this organization.

The overall experience that I have got from this internship program would be an unforgettable experience and this would be working as a direction to my future career. I have majored in Marketing, and I had to work in the content and digital marketing department of D'Reach and this has increased my knowledge level in the digital marketing sector specially the social media marketing sector. In this report, I mainly discussed the rising trends of social media community management as well as how it works. Moreover, some of the recent trends in social media marketing are included as well.

In today's modern age of technology and innovation, people are almost always occupied with something or other. No longer do people only sit in front of the television after a long day of hard work. As people are always on the move, smartphones have now become the media to witness all the day's happening activities as content includes podcasts, news, and YouTube views and social media, etc. A change of this magnitude in how people view content is a testament to the impact of the social media marketing industry on Bangladesh.

During my internship, I developed important skills and gained the confidence I needed to work in a company. There is still a lot that I can learn from them and a lot more that I can contribute to them. I am looking forward to continuing working here in the future.

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