

## Social Media Management



Kim is away on vacation this week and you have been assigned to manage ImaKam's social media accounts while she is gone. Refer to the *Social Media and Content Marketing* manual to prepare for this assignment.

### Instructions:

1. Review the three follower engagements below and compose your replies in the text boxes provided (*1 Mark for professional tone, 1 Mark for addressing the follower's concern/question*).
2. Review the two Instagram photos scheduled to be posted on the ImaKam account and compose a caption for each in the text boxes provided (*1 Mark for matching the content type, 1 Mark for relating it to ImaKam*):
  - a. A Quotes and Inspiration post
  - b. A Product Promotion post
3. Save your completed document to your OneDrive and upload it to both the drop box and to your ePortfolio.



You receive a private message to the ImaKam Facebook page:



Your reply (*1 Mark for professional tone, 1 Mark for addressing the follower's concern/question*):



You receive a public ImaKam Twitter mention from a follower's tweet (Note: Twitter limits tweets to 280 characters, or about 40 to 70 words with spaces):



Your reply (1 Mark for professional tone, 1 Mark for addressing the follower's concern/question):



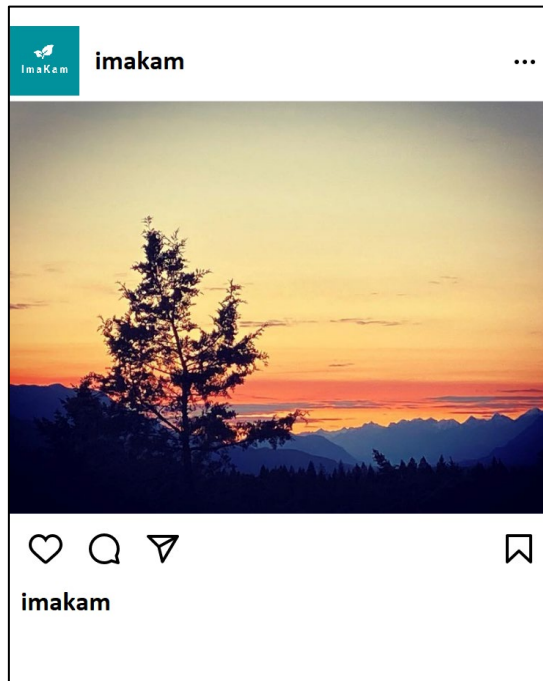
You receive a public Instagram comment on an ImaKam post:



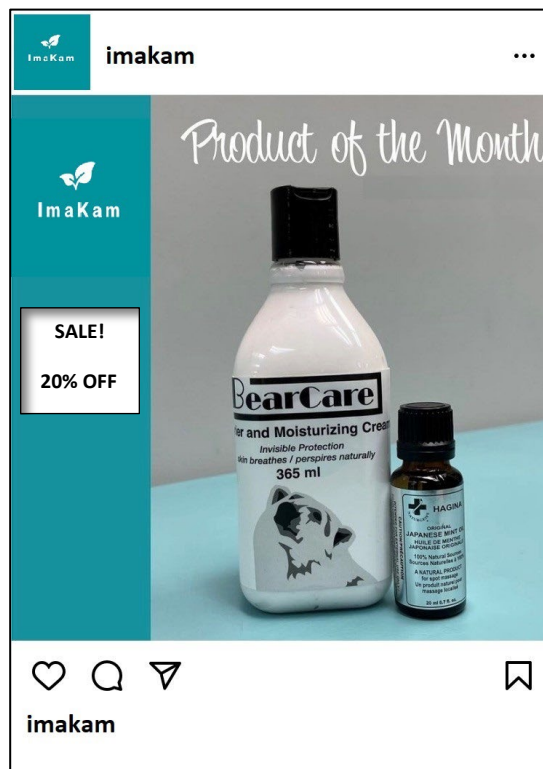
Your reply (1 Mark for professional tone, 1 Mark for addressing the follower's concern/question):



Compose a caption for each ImaKam Instagram post:



**Your caption (1 Mark for creating Quotes and Inspiration content, 1 Mark for relating it to ImaKam):**



**Your caption (1 Mark for creating Product Promotion content for BearCare Protector & Moisturizing Cream and Japanese Mint Oil, 1 Mark for relating it to ImaKam):**