

Organic Social Media Campaign

1. Know your target audience : STUDENTS/ FRESH GRADUATES
2. Define your goals : BRAND AWARENESS/LEARNING/JOB OPPORTUNITIES
3. Select the Social Media Channel : FACEBOOK
4. Create Campaign:
 - a. Content Photo/Visual



- b. Text
WIN AN ONLINE COURSE SPONSORSHIP

As a student and a fresh graduate, we are pressured by the fact that we are going to be in the real world of searching and landing a job. The process sometimes is daunting as there are lots of candidates - candidates that have prior experiences and or with better educational attainments.

In today's view of recruitment and with the current situation globally, it is quite difficult to gain experience. Working virtually is the new normal, skills and attitude weighs a lot to be able to land a job.

The Virtual Access offers an online course sponsorship with any online course that suits your interests at the Filipino Virtual Academy to begin your journey in working from home and freelancing. You will be able to learn new skills and enrich what you have to offer.

To win the offer all you have to do are the following:

1. LIKE my page The Virtual Access
2. TAG 5 friends in the comment section who might be interested in the game and would like to start working from home
3. SHARE the post in your timeline in a public view with the hashtag #thevirtualaccess.

That's it and you will soon become a freelancer with us!

We will choose a winner via online draw on the 31st of July and we will announce on the 1st of August 2020. The winner will get to choose one of the online courses offered by the Filipino Virtual Academy.

C. Links/Landing page/App

About The Virtual Access by Lovely

- Facebook page - <https://www.facebook.com/lovelyabq/>

5. Create a Content Calendar for the Week/Month

Please see Social Media Content Plan