

Name:

Date:

### Unit 3 Assignment 3 Task 1b - Content creation and publication

\*\*\*Screenshot Evidence\*\*\*

\*\*\*10 posts per site\*\*\*

- Produce, publish and manage content.
- Improve visibility of published content.
- Methods to encourage audience interaction, e.g. use of images, phrasing of text content, timing of posts to coincide with times when followers are online.
- Integration of information across company e-commerce website and social media websites.
- Adapting and testing content on different device platforms, e.g. mobile phones, tablets and notebooks

\*\*\*FOR M3\*\*\*

Evidence also needed - optimise the content, format and features of social media which meet the requirements of the plan.