

TASK 11: CREATING THE EMAIL AND SOCIAL MEDIA

Department Involved

IT & MEDIA

Objectives

Student will be able to:

- Create an official email account for the company
- Create the official account for the company

Introduction

Email and social media are the communication media generally used, either in the daily life and business environment. Every good company must have an official email and social media account to enhance the company’s value, promotion, and to prevent the misuse.

Preparation of Tools and Materials

- Laptop/ Computer
- Internet Connection

Activities

No	Activities	Duration
1	VP of IT department will direct its members to create an official email for the company, by observing to these following conditions: <ul style="list-style-type: none"> ▪ Decide whether the company will create an email account by using free or paid service provider. The advantage of paid email account is that you can enclose your company’s name of the domain. ▪ Create at least 6 emails for the company, consisting of the email for, example: VP_Finance@name of the company.com (for paid email) or VP_Finance_Name of the company@gmail.com ▪ Record the email address and its password and then distribute this information to the CEO and VP from each department 	10’
2	VP from it Department will direct its emmbers to create the social media account which will socialize the information and promotion of the companu. Choose type of social media which offer such effectiveness in reaching the consumers.	60’
3	Socialize the social media and email accounts which have been successfully made to all employees. To boost the promotion, ask all employees to connect it with their personal social media account.	10’

Output

- The company’s logo in digital format

Reference

Fouts, Janet. 2009. Social Media Success!: Practical Advice and Real World Examples for Social Media Engagement. HappyAbout.

Internet Activities

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