TASK DETAILS	
Title	**CREATING COMPANY EMAIL AND SOCIAL MEDIA ACCOUNTS**
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	MARKETING
Duration	1x SESSION, 2 LESSON HOUR

LEARNING OBJECTIVE	OUTPUT
	1. Official Company Email 2. Official Company Social Media Accounts

INTRODUCTION

Email and social media are widely used communication tools in both everyday life and business. Every reputable company should have an official email address and social media accounts to enhance corporate credibility, support promotional efforts, and prevent misuse of the company's identity.

No	ACTIVITY
1	**Creating the Official Marketing Email** The Chiefs of Marketing will guide team members in creating an official company marketing email, which will serve as a direct communication channel for customers. • Consider whether to use a free or paid email service. Note that paid services allow you to include your company's name in the domain, which can increase professionalism (e.g., yourname@yourcompany.com). • Create the email address using a format like: marketing.[companyname]@gmail.com, to clearly indicate it is the official marketing contact. • Record the email address and password, then distribute this information securely to the entire team.
2	**Creating Company Social Media Accounts** The VP of Marketing will oversee the creation of social media accounts for sharing company information and promotional content. Choose platforms that are most effective for reaching your target customers. Document the account details, including: 1. Username 2. Registered Email 3. Password 4. Phone Number
3	**Socializing the New Accounts** • Announce the newly created company email and social media accounts to all employees.

	• To maximize promotional reach, ask all employees to follow the official company social media accounts from their personal accounts.

REFERENCE

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

TASK TEMPLATE

-