

TASK DETAILS	
Title	CREATING COMPANY EMAIL & SOCIAL MEDIA ACCOUNTS
Type	TEAM
Activity Stage	BUSINESS PLANNING
Department	IT & DESIGN
Duration	1x SESSION, 1 LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
	1. Official company email 2. Departmental email accounts 3. Official company social media accounts

INTRODUCTION

Email and social media are common communication tools used in both daily life and business environments. Every professional company should have official email addresses and social media accounts to enhance its brand value, promote its business, and prevent misuse of its identity.

No	ACTIVITY
1	<p>The VP of IT guides team members in creating official company email addresses, with the following instructions:</p> <ul style="list-style-type: none"> Decide whether to use a free or paid email service. A paid service allows the company name to be included in the email domain. Create a minimum of 8 official email accounts, including: <ul style="list-style-type: none"> Company general email CEO & COO VP of Marketing VP of Finance VP of Logistics VP of IT & Design VP of HR VP of Product Development <p>Example formats:</p> <ul style="list-style-type: none"> Paid: VP_Finance@companyname.com Free: VP_Finance_CompanyName@gmail.com <p>Record the email addresses and passwords, and share this information with the CEO and the respective VPs of each department.</p>
2	<p>The VP of IT & Design should initiate a discussion with the VP of Marketing to determine which social media platforms the company will use for product campaigns.</p>
3	<p>Based on the outcomes of the discussion, the VP of IT & Design instructs the team to create the selected social media accounts for the company and begin promoting the newly established email and social media platforms to all employees.</p> <p>To boost promotion efforts, encourage all employees to link their personal social media accounts to the company's official accounts.</p>