

Task: Instagram Content Creation and Social Media Promotion

The development of Instagram promotional content will include poster designing, branding implementation, creative marketing strategies, and social media engagement techniques for Team RAW activities and events.

Objective of the Task

The objective of this task is to help students gain practical understanding of:

1. Social media marketing and branding strategies.
2. Instagram content creation and digital promotions.
3. Graphic designing and audience engagement techniques.
4. Creative communication through posters and reels.

Instructions for Performing the Task

1. Create Instagram promotional content for any one of the following topics:
 - * Recruitment of Team RAW
 - * Mosaic Event organized by Team RAW
2. Design one attractive and professional Instagram poster for the selected topic.
3. The Instagram post should include:
 - * Proper branding and logo placement
 - * Creative and visually appealing design
 - * Event/recruitment details with clear typography
 - * Use of suitable colors, graphics, and layouts
 - * Social media-friendly dimensions and formatting
4. Students may also upload a reel/video that they have made earlier related to:
 - * Team RAW recruitment
 - * Mosaic event highlights
 - * Behind-the-scenes content
 - * Event promotions or teaser videos
5. Recommended tools/software:
 - * Canva
 - * Adobe Photoshop
 - * Figma
 - * CapCut / Premiere Pro
 - * Instagram Creator Tools

Requirements for Submission

Students must submit the following:

1. One Instagram poster for either:
 - * Team RAW recruitment
 - * Mosaic Event
2. Reel/video content made earlier (optional but recommended)
3. Source design files or editable links
4. Screenshots/mockups of Instagram post layout

Note

- * The designs should be creative, visually engaging, and suitable for Instagram audiences.
- * Students are encouraged to follow modern social media marketing trends.
- * Previously created reel/video content can be submitted; creating a new reel is not mandatory.