

Social media promotion project

Youth Week 2022

Context: During May 1-7, 2022 is National Youth Week! Our organization aims to celebrate the achievements and contributions of local young people through an awards ceremony. This project will help spread the word about the nomination deadline and the categories these young leaders can be nominated to. Visit www.xxxxxxx.com to learn more about the awards or be sure to reach out to your volunteer coordinator lily@xxxxxx.com

Task 1: Create social media posting on each individual award categories . Deadline is **xxxxx**.

Task 2: Create social media post on the general nomination invitation on our Instagram account. Deadline is **xxxxx**.

Task 2: Update our Instagram bio so that our link leads to the nomination page. Deadline is **xxxxx**.

Mandatories

- All graphic should be made in our Canva account
- Branded colour (Navy blue) square and Logo on each image
- Same font on all images

Tools - internal documents and folders:

- Canva Username: xxxxxxx / Password: xxxxxxx
- Instagram Username: xxxxxxx / Password: xxxxx
- <link to collaboriatve folder with images and logos>

Public facing tools:

- www.xxxxxxx.com/youthweeek – general nomination information page
- www.xxxxxxx.com/nomination – nomination form

Please connect with Lily if you have questions and when this is complete so that she can review