Brand: H&M

Message: expand their voice on environmental sustainability.

The role of a social media marketer today in the digital landscape is to effective drive messaging across multi-channel distribution while securely position the brand in the best setting in the digital space. Brands and retailers to establish a voice and confirm their social presence.

It is commonplace that brands develop a BRAND PERSONA that will function as the VOICE that relates target audiences back to the brand. The persona can be shared through text, images, photos, videos and messages.

ASSIGNMENT : BUILD A BRAND PERSONA

IMAGE:

Utilizing a free image websites like Unsplash, find an image of a person/group of persons who could BE the voice of your selected brand.  Meaning, select an image that captures the energy, spirit and vibe that could harness their voice.

VOICE:

Write a brand message that educates, motivates or disrupts.

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Upload on a single page.

* Brand name
* Image of the "Company" Persona
* Brand Message that relates to your new initiative as the new Social Mgr.
* On which social media outlet would you POST this message and WHY?