

## FurtherMore Marketing: Social Media Writing Task

To demonstrate your written, social media & creative skills please complete the following tasks detailed below and attach this along with your CV and covering letter when applying for the role of Social Media Marketing Executive.

**As we have to manage and juggle many day-to-day tasks, time management is a heavily required skill for this role.**

1. Write a 350 - 500 word blog on a topic of your choice relevant to **one** of the clients listed below.

You may want to include images or other relevant media. Bare in mind this piece of writing would be uploaded to the clients website and then shared onto their social media.

<b>Gold Sitek</b>   <a href="https://www.sitekengineering.co.uk/">https://www.sitekengineering.co.uk/</a>
SITEK Engineering was formed in 2004 and has grown to become one of the most well respected and sought after Electrical, Instrument and Control companies.
<b>Write or attach a blog here ...</b>
<b>Silver Woodfordes Brewery</b>   <a href="https://www.woodfordes.com/">https://www.woodfordes.com/</a>
Woodfordes are a Brewery local to Norfolk who supply craft, canned and bottled alcoholic beverages to pubs and stores across East Anglia 🍺
<b>Write/attach a blog here ...</b>
<b>Bronze PlantGrow</b>   <a href="https://www.plantgrow.co.uk/">https://www.plantgrow.co.uk/</a>
PlantGrow are a Norfolk based company who create organic gardening products, all chemical & peat free safe for wildlife, pets and children. Made from plants for plants! 🌻
<b>Write or attach a blog here ...</b>

2. Show us an example of 3 social media posts you would propose to post on behalf of the following clients.

You may use this activity to also demonstrate how you would source imagery, a graphic, gif or video if you wish. Remember the social media content is meant to be engaging and interesting to the businesses followers.

Wrightway Health (Intended for Twitter and/ or LinkedIn) <a href="https://www.wrightwayhealth.co.uk/">https://www.wrightwayhealth.co.uk/</a>		
Message	Hashtags / Tags	Adjoining media
Wicked Wolf Gin (Intended for Facebook and/ or Instagram) <a href="https://www.wickedwolfgin.com/">https://www.wickedwolfgin.com/</a>		
Message	Hashtags / Tags	Adjoining media

3. A customer of your client's has received their order, however the item has been broken in transportation. They are extremely upset about this inconvenience, how would you go about dealing with this situation?

**Highlight your answer below:**

**A - Explain that the product transportation process is not our responsibility.**

**B - Contact the client, bring them up to speed and ask them to deal with the situation themselves.**

**C - Respond explaining you are sorry for their experience and organise with the client a solution & response.**

**D - Other, write your response below:**

**If you have any questions regarding the above task, please email:  
[hello@furthermoremarketing.co.uk](mailto:hello@furthermoremarketing.co.uk)**

**The above task will be assessed when you apply for the role along with your CV and covering letter.**