Social campaign ( Climate change in Australia）... As the producer of this project, you will need to consider the numerous roles that generally create social media campaigns, for example: Head of Social Social Media Content Creator and Curator Social Media Community Manager Social Media Analyst Social Media Graphic Designer/Video Editor You will design the overall project but also undertake the tasks of each role to fulfil this project. During the first few weeks of the unit, you will identify a social issue that you are interested in which will form the basis for this assignment. To successfully complete this project, you are required to have identified your target audience and propose how you will engage them in the social issue campaign. It should be well thought out, astutely designed, expertly crafted and be of high industry standard. You have a budget of zero, you cannot use prizes, and influencers cannot be paid so they will need to be strategically selected for their close alignment with the client goals. Components Engagement Strategy – Please follow the template provided to describe the overall purpose of this social media campaign. Content Calendar – a comprehensive two-week calendar that clearly describes what content will be created, when it will be published and on which platforms. Automated Management and Analytics – demonstrate how you intend to integrate social media management platforms such as Buffer or similar to assist in running your social media campaign. Further, you will demonstrate a comprehensive approach towards integrating data analytics – which analytics are useful, how do you use them, how do they guide your management. Community Manager Approaches – Describe how community management will integrate the first three components to deliver a successful social media campaign. How will this role support and strengthen user engagement, while clearly describing the guiding regulation for your chosen social media spaces. Content Creation – create one week’s worth of content to align with your content calendar. 1. please use subheadings to write it and read all of instructions and examples 2. you don't need to create calendar just write it 3. the most important part is engagement strategy （audience engagement and automated engagement. maybe these two parts 1500words). 4. and you don't need to do the video or pictures just write the content