

# The Importance of the Social Media Manager

**January 2024**

StoryboardHero

# SCENE 01

Shot 1 | The Modern Day Business



## Description

The scene opens with a wide shot of a busy corporate office, bustling with activity.

## Action

Employees are seen working on their computers, attending meetings and making phone calls.

## Script

In the digital age, businesses are all about being connected.

## Transition

## Shot settings

## SCENE 02

### Shot 1 | The Social Media Hurdle



#### Description

A corporate professional is seen struggling with managing multiple social media accounts.

#### Action

The professional is juggling with multiple phones, looking perplexed and overwhelmed.

#### Script

But managing social media platforms can be a daunting task.

#### Transition

#### Shot settings

## SCENE 03

### Shot 1 | The Need for Management



#### Description

The struggle continues, causing business operations to suffer.

#### Action

The professional is unable to handle customer concerns, misplaces important information, missing key details.

#### Script

It takes away time from important operations.

#### Transition

#### Shot settings

# SCENE 04

Shot 1 | Introduction of Social Media

Manager



## Description

A worker steps into the scene, confident and equipped with the right tools.

## Action

The social media manager sits on the desk, begins organizing tasks, managing multiple devices and accounts.

## Script

Enter: The Social Media Manager.

## Transition

## Shot settings

# SCENE 05

## Shot 1 | The Social Media Management



### Description

The social media manager in full action, effectively handling all social media related tasks.

### Action

The manager interacts with consumers online, addresses complaints and strategizes the next campaign.

### Script

They handle all your online interactions efficiently.

### Transition

### Shot settings

# SCENE 06

## Shot 1 | The Power of Engagement



### Description

Scene showing the significant increase in customer engagement.

### Action

Animated graphs showing an upward trend of customer engagement and follower counts.

### Script

Meaning higher customer engagement.

### Transition

### Shot settings

# SCENE 07

Shot 1 | Proper Brand Representation



## Description

Scene showing a consistent and professional brand representation online.

## Action

Screens showing the company's social media pages with a consistent theme and messaging.

## Script

Your brand is consistently and professionally represented.

## Transition

## Shot settings



# SCENE 08

Shot 1 | The Results



## Description

Scene showing the relieved corporate professional now able to focus on other tasks.

## Action

The professional is seen overseeing the office operations effectively.

## Script

You can now focus on what you do best.

## Transition

## Shot settings

# SCENE 09

Shot 1 | Corporate Success



## Description

Scene showcasing improved business success.

## Action

Shots of positive customer reviews and reports of increased revenue.

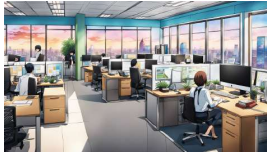
## Script

Efficient social media management means great business success.

## Transition

## Shot settings

# Storyboard Overview



# Script Overview

In the digital age, businesses are all about being connected.

But managing social media platforms can be a daunting task.

It takes away time from important operations.

Enter: The Social Media Manager.

They handle all your online interactions efficiently.

Meaning higher customer engagement.

Your brand is consistently and professionally represented.

You can now focus on what you do best.

Efficient social media management means great business success.

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**Demo Live**

Singapore