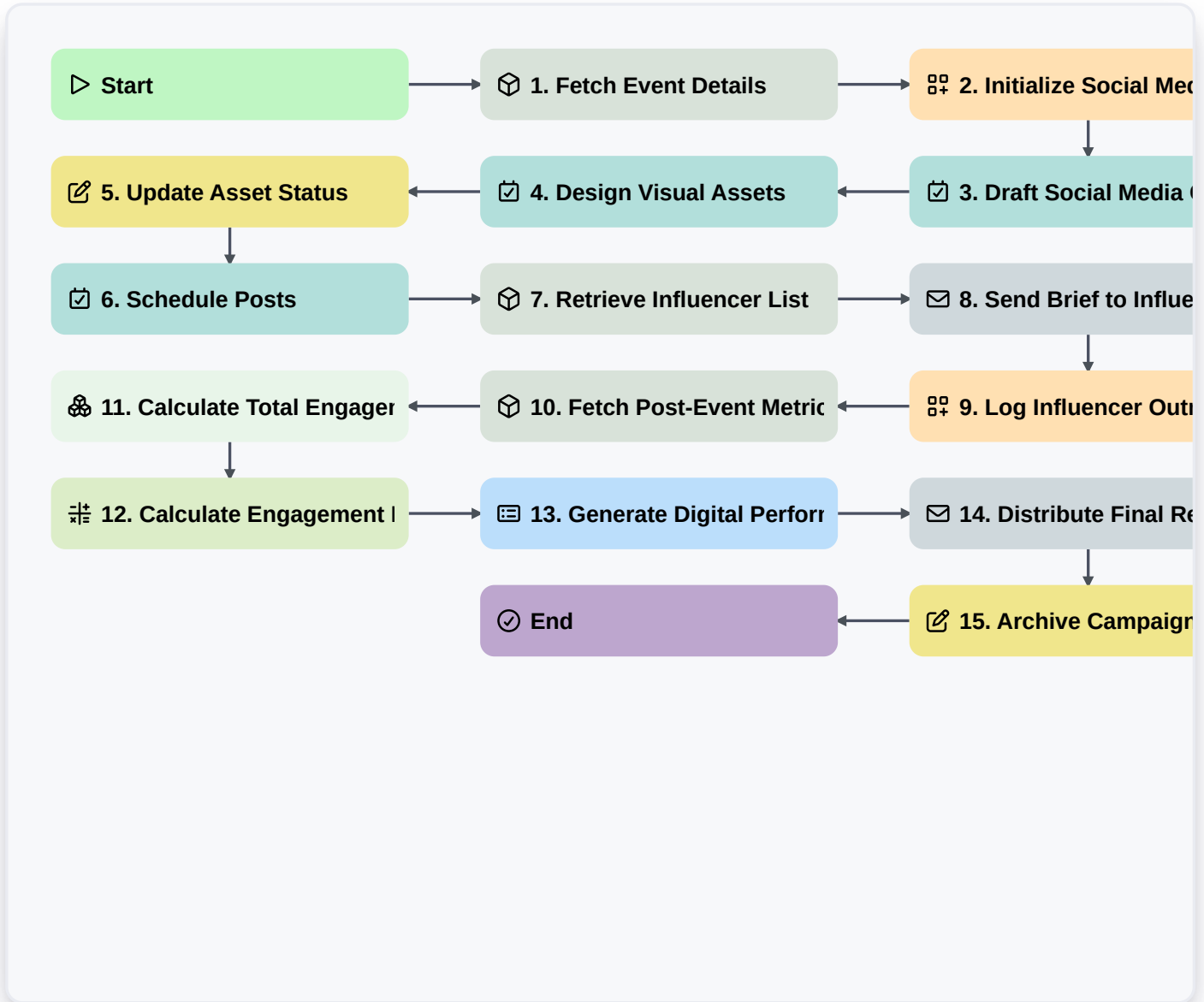


# Event Social Media And Digital Engagement Workflow



▶ **Start**

Start of the Workflow/Process.

📦 **1. Fetch Event Details**

Retrieve core event information (Date, Venue, Event Name) from the Event Data Model.

📋 **2. Initialize Social Media Campaign**

Create a new entry in the Digital Engagement Data Model to track the specific campaign's progress.

📝 **3. Draft Social Media Copy**

Assign a task to the Content Creator to write captions for Instagram, LinkedIn, and X (Twitter).

📝 **4. Design Visual Assets**

Assign a task to the Graphic Designer to create banners and story templates.

📝 **5. Update Asset Status**

Update the 'Design Status' field in the Campaign Data Model once visuals are uploaded.



## 📌 6. Schedule Posts

Assign a task to the Social Media Manager to schedule the approved content in the publishing tool.

## 📦 7. Retrieve Influencer List

Get all entries from the Influencer Data Model associated with the specific event.

## ✉️ 8. Send Brief to Influencers

Send an email to the retrieved influencer list containing the event brief and talking points.

## 📅 9. Log Influencer Outreach

Create a new entry in the Outreach Tracker to log the date and method of contact.

## 📦 10. Fetch Post-Event Metrics

Retrieve engagement numbers (Likes, Shares, Comments) from the Engagement Data Model.

## 🔗 11. Calculate Total Engagement

Sum the total number of interactions (Likes + Shares + Comments) across all platforms.

## 📊 12. Calculate Engagement Rate

Execute formula:  $(\text{Total Engagement} / \text{Total Reach}) * 100$  to determine the engagement percentage.

## 📄 13. Generate Digital Performance Report

Create a comprehensive report summarizing the campaign's success and ROI based on the aggregated metrics.

## ✉️ 14. Distribute Final Report

Send the generated performance report to the Event Stakeholders.

## 📝 15. Archive Campaign

Update the Campaign Data Model status to 'Completed' and close the workflow.

## 🏁 End

End of the Workflow/Process.