**ABS-CBN PR SOCMED**

**News Rundown**

Less views and engagement on all platforms (FB, IG, YT, Twitter, TikTok)

Solution:

Modify. Edit down into IG Reels/Tiktok. Upload individually on FB, Twitter. How about YT though? Discontinue na ba? Or sa YT Shorts na?

**Instagram**

Use linkin.bio or link tree

Maximize IG Story. Use uniform designs + CTA: Tap to read story. Share on FB.

When posting PRs on the IG feed, use a template (create one in Canva). For a uniform look. See CNN.

SMR -> transform into art card series. See manila bulletin art card series.

**Facebook**

SMR -> transform into art card series. See manila bulletin art card series.

Use “News around the world” template like CNN for rundown of important PRs.

**Twitter**

Continue live socmed coverage of mediacons, other events

**Canva templates**

Add template for the ff:

1 IG feed thumbnail

2 IG Story/FB My Day

3 News around the world template eme