**PolyU Speed Social Feed Showcase Description**

PolyU SPEED was established by The Hong Kong Polytechnic University (PolyU). In 2021, brand appoints the View-in team to develop a social media marketing strategy for the brand, designing a variety of graphics and animations to introduce different courses of the College to enhance students' awareness and interest in the courses.

PolyU Speed為香港理工大學旗下專業進修學院。品牌於2021年任命View-in團隊為品牌制定社交媒體營銷策略。設計圖文及動態圖，以介紹學院不同課程，以提升學生對課程的認知及興趣。

SOCIAL CONTENT MANAGEMENT

GRAPHIC AND ANIMATION

MEDIA PLANNING