**I am… Showcase Description**

I am... It is a one-stop digital platform that provides career planning services for teenager. In 2022, organization appoints View-in team to support the social retainer service. Our team design different graphics and stories for the organization’s Instagram fan page. Through a series of Instagram stories interaction with the audience, career planning services are provided to the audience to increase their awareness of the organization services.

I am...是主要為青年提供生涯規劃服務的一站式數碼化平台。機構於2022年任命View-in團隊為其Instagram專頁制定社交媒體營銷策略，設計各類圖文及限時動態帖子。透過圖文與受眾進行互動，藉以向受眾提供生涯規劃服務，以增加受眾對機構服務的認識。

St. James' Settlement - I am…

SOCIAL CONTENT MANAGEMENT

GRAPHIC DESIGN

MEDIA PLANNING

USER INTERFACE