

**Creating a Brand Story**

Social Media Management

**Course Assignment# 3**

**Instructor: Tehreem Ranjha**

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1. **Write down the purpose of your brand (**Or any of the brands that you researched for your previous assignment**) — the mission and vision statement.**

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1. **Tagline of your brand**

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1. **Core values of your brand**

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1. **Word bank**

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1. **Hashtags**

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