



Business Project „Social Media Content for FH Kufstein Tirol“

- **Project Client**
FH Kufstein Tirol and Höhenflug
- **Project Duration**
1 semester
- **Project Goal**
Social Media
- **What was the main focus of your project?**
Content creation for the social media account of FH Kufstein Tirol (Instagram and Facebook) and the Instagram account of Höhenflug, the account of Sport, Culture and Event Management students.
- **What did the team members like the most? What did they enjoy the most?**
Creativity and freedom to present the content. This is also an opportunity to learn how to edit the content and learn about the copyright legislation.
- **Which personal interests or requirements should someone bring along for this project?**
Having interest and affinity to social media. German knowledge is an advantage, since German texts are required for the FH accounts
- **What did you learn?**
Edit photos with tools such as Photoshop and Canva; copyright issues, how to communicate with the clients and how to reach compromises, work in team and remotely due to the current situation.
- **What was the biggest challenge?**
To collaborate with Höhenflug, since their ideas were not communicated to us. We also struggled to understand the project itself, because no precise guidelines were provided. In addition, not knowing well enough the clients made the contents' creation difficult in the first stage.