

## ABSTRACT

The rapid growth of social media platforms has transformed the way individuals and organizations communicate, interact, and engage with their target audiences. Therefore, it is highly important for brand to build their social media platforms, especially for small or medium start-up brands. In order to do so, brands need to create and employ a good social media strategy. Having a great social media strategy could result in many benefits, such as attracting potential customers, build brand awareness, increase sales and brand loyalty. Social media campaign is one of many forms of social media strategy. In this digital era, social media campaigns have emerged as powerful tools for businesses and individuals alike to promote their brands, products, and ideas. However, the effectiveness of social media strategies depends heavily on well-planned campaign initiatives that align with the overarching objectives of the organization. Skin Game is a local skincare brand that is known for educative content and campaigns. One of their campaigns, #BornThisWay, received massive engagements and is considered one of its most successful campaigns. This thesis aims to analyze social media strategy through the lens of social media campaign planning, providing a comprehensive examination of its impact on brand awareness, engagement, and brand reputation. This research found that Skin Game followed the general campaign planning steps for the #BornThisWay Campaign, but with some tweaks with the objectives. Instead of creating a SMART objective plan, Skin Game chose the organic route and only rely on the general objectives with no measurements to measure its success. This research uses a case-study method by gathering data from observations of social media platforms and in-depth interviews with the campaign associates.

**Keywords:** Social Media Strategy, Social Media Campaign, Campaign Planning.