**APPRECIATION LETTER**

Dear Shanice,

I would like to formally and sincerely express my gratitude for the amazing work you accomplished this week after taking over as the team lead for the social media marketing project. This was a new level of responsibility and leadership for you, and you performed exceptionally well organizing the team, delegating tasks and overseeing the entire project to successful completion.

Your ability to work through unforeseen challenges and collaborate so well with the rest of the team is impressive and shows exceptional critical thinking skills and a true dedication to this company.

Your production of a well-executed social media campaign has directly impacted our metrics by growing our online presence by 20% in the last month. I want you to know that I value the amount of effort you have put into your work and see great potential in you.

Once again, thank you for working so diligently and helping lead your team to success! I look forward to seeing your future achievements at our company.

Sincerely,

Michael Walker  
Marketing Director  
Social Experiment, Inc.