

## **Social Media in Business**

Last week we got you thinking about different social media platforms, and asked you to start thinking about different audiences for each platform.

Today we would like you to now start thinking about how businesses use social media to both advertise and interact with their customers (or potential customers!)

Have a look through the 'Social Media in Businesses' PowerPoint that you can find on our website today too. Can you then have a go at answering the following questions?

1. What did you learn about the way businesses use social media?
2. Which do you think was the best social media campaign? Why?
3. Which do you think was the worst social media campaign? Why?
4. Can you give any other examples of good social media campaigns that you have seen? Why did you like them?
5. Why do you think social media campaigns are so important for businesses today?
6. What do you think are the benefits of social media campaigns over traditional advertising like posters or TV adverts? (You might want to google this to help!)
7. What do you think are the negatives of social media campaigns over traditional advertising?
8. What do you think is the best social media for businesses to use? Why?