

**Worksheet
3.2**

Investigate business use of social media

Learning aim A

In your use of social media, you will have seen businesses using social media in a number of different ways.

Investigate the use of social media by two different businesses. One should be a large national business, the other a small local business.

In each case, identify the social media sites that they use and identify which of the following activities they undertake through their use of each site:

- direct advertising
- links to business website
- customer service
- seeking customer feedback
- competitions
- any other activity.

Design and create an information leaflet to guide a small business through the potential uses of social media to promote and support the business.

Next term, you will present the leaflet to your class highlighting its key points.

Pause point

Do you think that the businesses use social media effectively?

Suggest one opportunity that they might be missing in how they use social media now.