

5 Benefits of Social Media for Businesses

Watch the Two Teachers YouTube video '[5 Reasons why a Business Needs Social Media](#)' and complete the task below to apply your knowledge.

Task: to create a presentation on how a business of your choice has benefitted from their use of social media.

Your presentation should cover the following:

- A brief introduction to the business you have chosen.
- How the business has increased awareness of their brand through social media.
- The techniques the business uses to get engagement with their brand.
- What engagement has their 3 most recent Instagram posts received? (Shares, likes, comments).
- How the business has used social media to increase sales.
- How effectively the business communicates on social media.
- Explain how analytics can help the business with their social media strategy.
- A summary of how effective your chosen business's social media approach is and how they are benefitting from social media.

The presentation can be created via Microsoft PowerPoint or any other software you are familiar with.

Once complete, please email to one of the following, prior to 1st September 2023:

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