

Social media

Computer mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression



Image: <https://pixabay.com/en/woman-face-head-question-mark-1446557/>

“You are what you share.” Charles W. Leadbeater

Tag: technology

Challenge:

Traditional media has created exposure for thousands of businesses for decades. Social media has rapidly integrated itself into our everyday lives, both personal and professional. Social media campaigns can be time consuming and the impact can disseminate very quickly, whereas traditional marketing campaigns, certainly in television, can produce short term results that have greater tangibility.

Solution:

Social media is the only marketing platform that allows you to engage and interact with your consumers.

Social networking services can be used to hone debating and discussion skills in a local, national or international context. This helps users develop public ways of presenting themselves

Reference:

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<https://schools.au.reachout.com/articles/benefits-of-internet-and-social-media>

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