

Candidate 7

Task 1 — Work — report

You work for a small company that would like to improve its profile.

Your manager has asked you to write an evaluative report with your opinions and recommendations on how social media could be used to market the business.

You should cover some or all of the following:

- which tools could be used
- reaching more customers
- changing the image of the business
- dealing with negative comments
- increased workload.

You may also add your own ideas.

You should write approximately 250–300 words.

