

## Candidate 8

## 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.

Social media is a big part of everyone's every day life. Most people spend 3 to 4 hours on social media daily. So by improving our profiles on social media it can ~~increase~~ <sup>develop</sup> ~~the company~~ a bigger reputation for the company in the business market and it can lead to more customers buying our product and increase the company profit.

Firstly, Instagram, twitter and youtube can be used to advertise our products. In Instagram we can post famous celebrities or youtubers using our products. For twitter we can share our product and release <sup>new products</sup> ~~on~~ ~~twitter~~ <sup>can help</sup> linking our website <sup>to</sup> people <sup>to</sup> order our products by ~~clicking~~ clicking the link. We can also share the release date of our product ahead of time so people know what they are expecting and prepare for the launch. On youtube we can promote our products by ads and ~~creating~~ <sup>uploading</sup> a youtube channel and ~~uploading~~ <sup>uploading</sup> videos explaining how our products work and their prices.

Secondly, on social media, there are always a lot of comments on ~~posts~~ a picture we post ~~or~~ or a video we upload ~~or~~. Most of the comments will be positive and very

Supportive to the business that will spread the word about the company. Sometimes people can ~~write~~ <sup>write</sup> hateful comments, which can cause a bit of arguments. But social media platforms have a block button. ~~the button~~ Block button can block a hateful messages or even accounts. There are also a button that can disable the comments to ~~stop~~ <sup>allowing</sup> people from ~~reposting~~ <sup>writing</sup> hateful or inappropriate comments on the posts. ~~all comment will be disabled.~~ <sup>by clicking the button</sup>

lastly, Social media can grow a good ~~name~~ name and reputation of the company in the business market if we managed our accounts well. Social media will be an increase in work for the staff. ~~and the staff will be~~ so the company have to employ a staff responsible for controlling the company social media accounts and prevent any scandals from happening: ~~By growing a good reputation~~ By growing a good reputation the amounts of customers the company has will increase and it also might be interacting with celebrities which will increase the company profit <sup>to</sup> high and make the company a very well-known name level.

~~In the end, I think social media is a big change for the company that will result in more customers, a bigger name for the company in the business market. And in this~~

~~generation a company that has social media accounts is very well trusted and known as a good company.~~

In the end, I think every company has ~~the~~ social media <sup>accounts</sup> is very well trusted and known as good company - And it will be a big change for the company the will result in more customers, a bigger name for the company in the business market.