

Candidate 9

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.

~~How we could use Social Media~~

Why we should use Social Media

Reaching more customers

If we were to establish our presence online we could increase our circle of customers. This could be achieved ~~by~~ just by people knowing of our company and what services we can provide without having to leave the house.

Dealing with negative comments

We could look at ~~some~~ of the criticism that we ~~receiv~~ receive online ~~and~~ to adapt and improve our company. This could help us see an outsiders point of view and maybe see something we can't.

Publics

~~Changing the~~ image of the business

We could ~~choose those~~ choose to have a friendly personality online which would help bring more customers. ~~by being~~ ~~creating~~ If people see someone they can relate to online they are more likely to have a positive view of that individual.

Which tools could be used.

We can use websites such as twitter and face book to give information about us to help people understand what we do and why. These website help us keep our customers involved in what is happening and any upcoming ~~events~~ events. Twitter especially is a great ~~tool~~ tool we could use to directly interact with our customers. Regular updates is another way to help our company develop in the ~~public~~ public eye.

Increase work load

People will be able to contact us directly regarding open positions or if we are looking for workers. We could have many more applications and interviews for us to allow to pick the very best of staff.