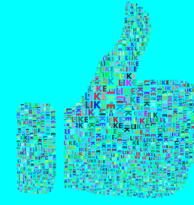


USING SOCIAL MEDIA IN BUSINESS

PREPARATION FOR ASSIGNMENT A



Name:

Class:

KEYWORDS

AUDIENCE PROFILES	BRAND IMAGE	PROMOTION	COMMUNICATION	CONSTRAINTS/RISKS
<input type="checkbox"/> Audience Profile <input type="checkbox"/> Demographics <input type="checkbox"/> Age <input type="checkbox"/> Gender <input type="checkbox"/> Income <input type="checkbox"/> Location <input type="checkbox"/> Interests <input type="checkbox"/> Occupation <input type="checkbox"/> Boosted post <input type="checkbox"/> Impressions <input type="checkbox"/> Reach <input type="checkbox"/> Post engagements	<input type="checkbox"/> Brand Image <input type="checkbox"/> Developing Contacts <input type="checkbox"/> Loyalty <input type="checkbox"/> Revenue <input type="checkbox"/> Company Profile <input type="checkbox"/> Banner <input type="checkbox"/> Logo <input type="checkbox"/> Handle <input type="checkbox"/> Social Media Icon <input type="checkbox"/> Colour palette <input type="checkbox"/> Typography <input type="checkbox"/> Voice <input type="checkbox"/> Tone <input type="checkbox"/> Website Integration	<input type="checkbox"/> Traditional Method <input type="checkbox"/> Non-traditional Method <input type="checkbox"/> Direct advertising <input type="checkbox"/> Indirect advertising <input type="checkbox"/> Viral <input type="checkbox"/> Cost Per Mile <input type="checkbox"/> Cost Per Click <input type="checkbox"/> Cost Per Acquisition <input type="checkbox"/> Sponsored Adverts <input type="checkbox"/> Cookies <input type="checkbox"/> Follower <input type="checkbox"/> Content Format <input type="checkbox"/> Content Focus and Meaning <input type="checkbox"/> Organic Reach <input type="checkbox"/> Like <input type="checkbox"/> Share <input type="checkbox"/> Keywords <input type="checkbox"/> Social Media Feed <input type="checkbox"/> Influencer <input type="checkbox"/> SEO	<input type="checkbox"/> Direct Messages <input type="checkbox"/> Chat <input type="checkbox"/> Comments <input type="checkbox"/> 24/7*365 <input type="checkbox"/> Away message <input type="checkbox"/> Automatic reply <input type="checkbox"/> Response Rate <input type="checkbox"/> Emoticon <input type="checkbox"/> Emoji <input type="checkbox"/> Sticker	<input type="checkbox"/> Risk <input type="checkbox"/> Work/life balance <input type="checkbox"/> Outsourcing <input type="checkbox"/> Schedule <input type="checkbox"/> Malware <input type="checkbox"/> Virus <input type="checkbox"/> Trojan <input type="checkbox"/> Spyware <input type="checkbox"/> Keylogger <input type="checkbox"/> Denial of Service (DoS) Attack <input type="checkbox"/> Blackmail <input type="checkbox"/> Ransom <input type="checkbox"/> Company-sensitive information <input type="checkbox"/> Personal information <input type="checkbox"/> Anti-virus software <input type="checkbox"/> Social Media Policy <input type="checkbox"/> Data Protection Act