

## **Write an 800 word report on the following:**

### ***Evaluate how social media is used by businesses***

#### Points to consider

- What is social media
- What are the different target groups of social media websites
- How can businesses use social media?
- How can it attract a specific audience?
- How does it help with interacting with customers?
- How does it help in promoting products/services to specific people?

#### Things to include

- Cover page (Name, ICT BTEC Level 3, Summer Project 2017)
- Title
- Page numbers
- Images if appropriate
- At least 4 references
- Bibliography using this site:- <http://www.neilstoolbox.com/bibliography-creator/>