

Who uses what and why?

The table below contains a list of some of the most important social media sites. You need to complete the other two columns. Make sure your points relate to **BUSINESSES**. I have started you off on Facebook but you should add to it and complete the other boxes. If you are not familiar with the site you may need to do some research into the features it has. In the 'Likely audience profile' column try to identify the type of people who might use the site and what they might use it for.

Site	Site main features	Likely audience profile
Facebook	<p>News Feed – make announcements about new products or price changes</p> <p>Friends - send friend requests to customers.</p> <p>Direct message – send/receive messages to customers</p> <p>Wall and Status - post pictures and update others on what you have been doing</p> <p>Likes and Reactions - users can share how they feel about a post</p> <p>Businesses can use competitions, polls, etc to broaden their audience.</p>	Both genders aged 30-50
Twitter	<p>Tweets –</p> <p>Followers –</p> <p>Retweet –</p> <p>Hashtags -</p>	
Google+		
Instagram		
YouTube		
LinkedIn		
Pinterest		