

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS SUCCESS

MODULE 10 – FACEBOOK AND TWITTER - ASSESSMENT

1. Beyond direct marketing, how might having a business account on Facebook help your business become more successful?
2. Under what circumstances might you decide not to set up a Facebook business account?
3. What are three goals you should set for your Facebook business page?
4. On a business Facebook account, how should you manage permissions?
5. Give examples of the type of information you might post on a Facebook page.
6. How can microblogs such as Twitter help improve your marketing outreach?
7. List 5 things you can do with Twitter to help you gain followers.