

# NEW MEXICO BROADBAND PROGRAM

## INTERNET TOOLS FOR SMALL BUSINESS

### MODULE 11 – SOCIAL MEDIA ADMINISTRATION – ASSESSMENT

1. Name some tools that can help you manage the glut of social media information.
2. How do you tell Google what online information you would like to have collected for you?
3. What benefits could you gain by using Google Alerts?
4. What might some of the challenges be of using Google Alerts?
5. In what way can using “dashboards” help you manage your business?
6. What are some of the particular tasks that HootSuite allows you to easily accomplish?