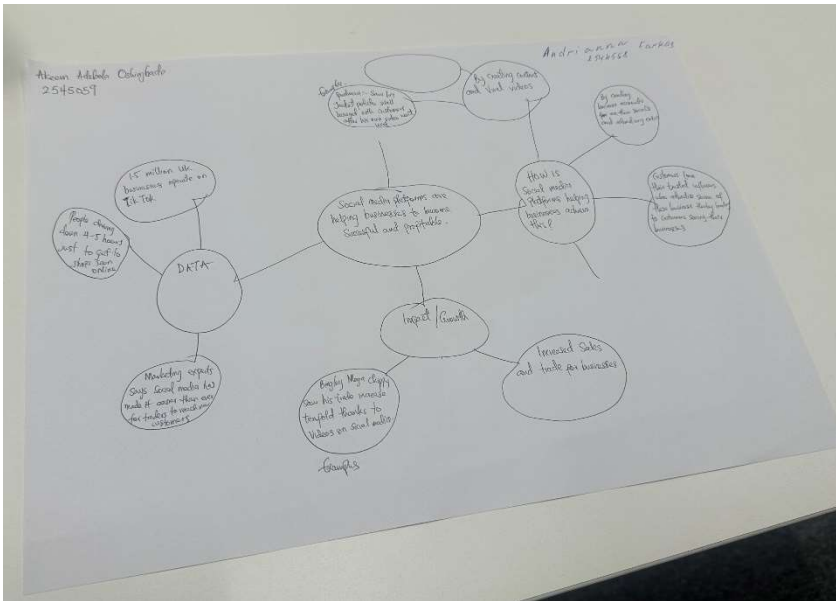




## Task 1 – Reading Task Template

Upload your photo of your A3 in-class notes here:



### 1. Answer these questions using the sentence starters below

#### a. What is the main idea of the text?

The main idea is that social media platforms such as TikTok, Facebook and Instagram can help small businesses grow by attracting customers and becoming popular, thereby increasing sales and making businesses successful and well known.

#### b. What are two key points?

One key point is that several small businesses were able to increase their sales and popularity after going viral on social media. An example is Lindy Loo's Boutique who has been able to close her market stalls in Essex, Kent and London and has now moved the business fully online thereby reaching customers as far as Australia where she now has customers and ships products to.

Another key point is that social media platforms help brands grow and build their online presence thereby increasing their potential earning capacity as more customers become aware of their business. A good example is Little Love's Pamper Bus who has gained many new customers and receives enquiries from countries as far as the USA and the Bahamas, racking up to 45 million social media views across multiple platforms. The impact on their business has been profound especially when their initial expectation of the business was to be a side hustle, but instead are now helping youngsters party nearly every day.

**c. What part of the text did you find most important? Why?**

The most important part is the examples of real businesses that have been able to achieve success with the help of social media, such as Honywood Sandwich Shop and Little Love's Pamper Bus, because they evidence the positive impact social media is having on businesses.

This is important because it shows the powerful impact social media can have on a small business as it brings customers from far away to your business thereby increasing the chances of the businesses becoming profitable and successful. A good example is when Honywood Sandwich Shop's chicken burger went viral and customers travelled up to three hours to try it.

**d. Was anything unclear or difficult to understand?**

I was not sure about how quickly a business can become viral on social media, or how the social media platforms' algorithms help videos become viral and whether the increase in customers lasts for a long time. The text does not explain this in detail.

Also, are there any problems that are associated with having a large following before the business has the capacity to handle it since most small businesses usually have limited staff numbers? The text doesn't really outline this and it would be good to have this information to help the business directors make informed decisions and ensure a good work life balance for their staff members.

**e. How did your group help you understand the text better?**

My group helped me by discussing the examples in the article and explaining how social media can influence customer behaviour and business success. Listening to the ideas they provided as well as the perspective they shared really helped me appreciate the value social media can bring to enabling businesses succeed and grow.

**3. One sentence reflection**

**Question:** What did you find challenging about this task?

The hardest part was deciding which information was most important to include in my mind map as there are multiple ways to group the information. The mind map was part of the group activity in the class and it was challenging for me because I did not have enough time to try different options before arriving at a preferred choice whilst carrying out the classroom exercise with the partner I was grouped with. I then practised redoing the mind map at home but struggled because I did two different iterations and discovered it wasn't as straight forward as I had initially anticipated.

I will continue practising making mind maps in my spare time to help develop my skills over time, but all in all it was a great exercise and I am thankful for classes and learning opportunity.