



The main idea of this text is that social media helps small businesses grow by giving them ways to connect with customers to increase awareness of their business. The image shows how much businesses rely on social media as it lets them to reach more people. It also allows them to strengthen the relationship between business and customers. The article shows that social media has become important for modern businesses. Businesses can use apps like TikTok and Instagram to promote their things to a more people than they could reach through normal advertising. According to the article Honywood Sandwich Shop got attention after videos about the business were online and seen by many people. This shows how social media can make people more interested and can see business and help it reach customers from different places. The article says that 'People buy from people' which shows how important it is to build strong connection to customers from social media.

One key point is that social media helps attract new customers which happens through advertising and posting regularly. This helps get feedback answer questions and improve customer satisfaction. The BBC article helps this idea by showing how businesses can gain customers by posting regular online content. Krystalls Boutique had a lot of growth after videos about the business got millions of views on social media. This allowed more people to learn about the business and made them want to visit the store. Social media allows businesses to directly contact with customers and answer their questions quickly. Customers can also leave comments and reviews which help businesses understand what they are doing well and how they can do better. This can make customers happier and make customers want to come back to the shop.

The part I found most important was how the social media helps businesses connect with people. I think this is important because having good communication can build trust make customers support the business. It helps businesses understand what customers' need and want. I think this point is most important because businesses need trust to do good. The article says people like things that are 'authentic' and 'relatable' and not adverts that look fake. Social media helps businesses show who

they are and helps them connect with people better. The quote 'People buy from people' shows that customers are more likely to buy from a business when they feel connected to the people who own it. Social media also helps businesses know what customers like answer their questions and give information. This helps build trust and makes customers want to support the business.

Most of the work was easy to understand. Some of the information about business growth I was struggling to understand because I never learned it before. It wasn't easy for me to understand but I discussed it with my group and they helped me understand. Now I understand better. Reading about real businesses in the article also helped me understand the topic better. Before learning about Honywood Sandwich Shop and Krystalls Boutique I did not really understand how social media can help a business grow. Seeing real examples made it easier for me to understand because it showed what can happen when businesses use social media. The examples helped me understand the reading better and see how it works in real life. After talking about these examples with my group I understood it more and felt more confident about how social media can help businesses grow.

My group helped me understand better by sharing their ideas and they explained what they done and their part of the reading. We discussed our notes and the main parts together. This helped me see the work from their viewpoint and help me understand better. My group also shared examples from the article and talked about how social media changed the way businesses talk to customers. One example we talked about was Lindy Loo's Boutique which was in the article as a business that got bigger because of social media. Listening to my group helped me understand things I did not notice when I read it by myself. Working together helped us compare our ideas and understand parts that were confusing. This made the discussion better and helped everyone understand the topic more.

The most challenging part was understanding my groups work and trying to write it all down. Sometimes there was a lot of information being talked about at the same time and it was hard to write my notes and remember all the important points. I also found it hard to understand how social media can help a business do better because I never learned about this before. But the examples in the article helped me understand it more. The article showed how businesses got more customers sold more things and built better relationships with people by using social media. By listening to my group reading my notes and talking about the information together I understood it better. At the end this activity helped me learn more about business growth communication and how social media can help businesses become more successful.