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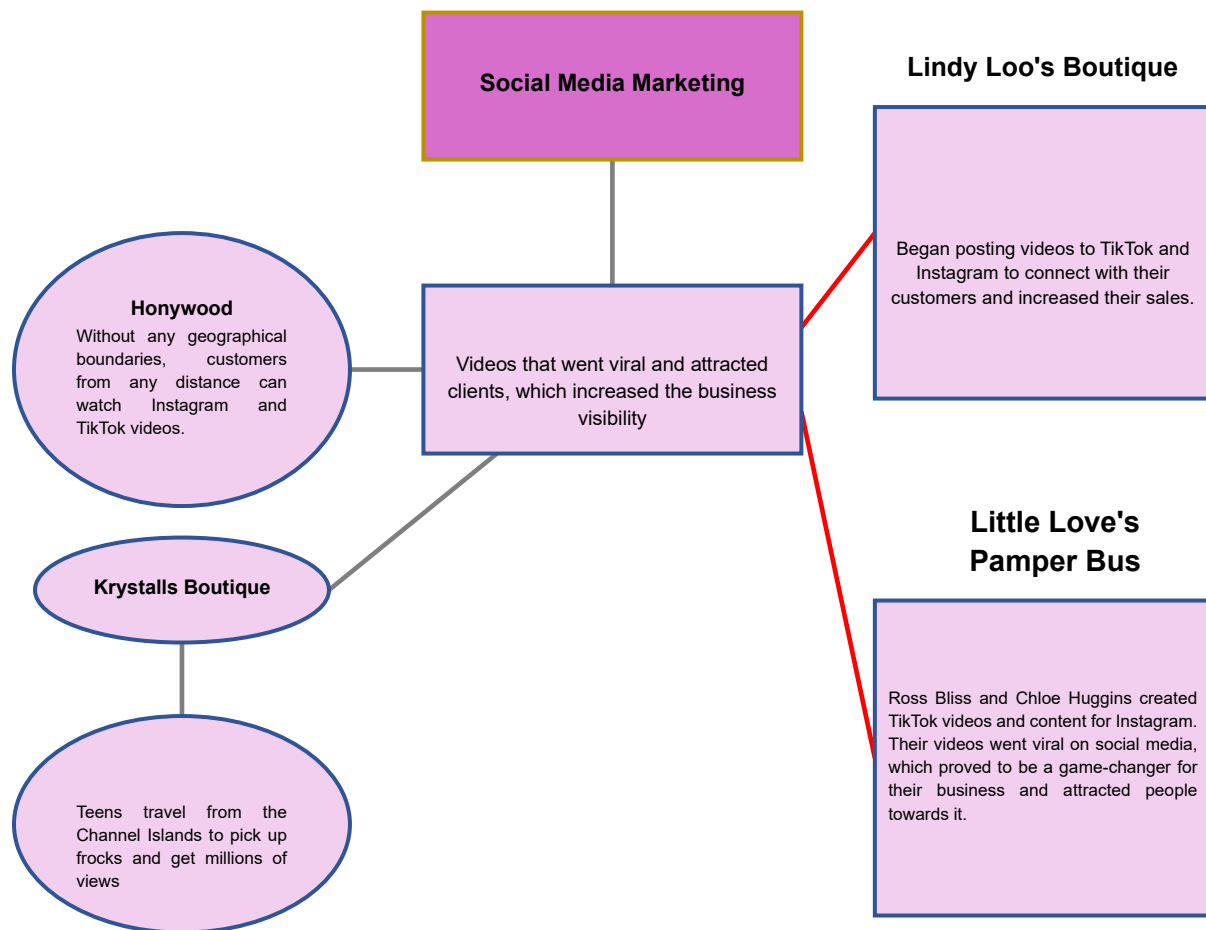


Figure – Mind Map

What is the main idea of the whole text?

The concept is that using social media like TikTok and Instagram increases the visibility of the small firm beyond geographical limitations without necessarily needing a physical store (BBC News, 2026). This is an indication of the continued curiosity of companies to find lucrative ways to use social media in a profitable way (Kaplan and Haenlein, 2010).

What is the one key point that supports the main idea, and which specific examples show this?

A key fact is that user-generated content on the web can drive traffic to a considerable extent. The customer's post about Honywood Sandwich Shop in Basildon resulted in

more business for the establishment, with the owner telling the BBC News that he was surprised by the outcome and what more interesting is that promotion effort was not initiated by the shop itself, the customers posting are the one that attracted more visitors.

What is the different key point that supports the idea, and which example shows this?

It's also important to consider that when a business uses social media, they are able to expand their market beyond their geographical region. Linda Hunter of Lindy Loo's Boutique joined Instagram during the pandemic, taking a leap and starting the online trading job after 46 years of running her business in the markets and products were delivered to customers all over the UK and Australia (BBC News 2026). In the same way, Little Love's Pamper Bus was able to receive around 45 million views in the course of a year, and it even received inquiries from abroad (BBC News, 2026).

Which part of the text do you think is most important and why?

To me, the most salient one is the fact that marketing expert Faye Martin explained how audiences can recognise what an advertisement is and what they prefer instead of adverts: relatable and real content (BBC News, 2026). It shows how businesses using humour appealed through humorous sketches of everyday shop life (Krystalls Boutique) and the authentic customers' posts (Honywood) worked, rather than direct advertising. This will be helpful because, according to Kaplan and Haenlein (2010), businesses had a limited understanding of social media.

Consider and Discuss

As in both map the concept of social media importance in increasing visibility without minimum effort has been included including how it attracts customers with the articles of Honywood, Krystalls Boutique, Lindy Loo's Boutique and Little Love's Pamper Bus. My map is composed of short notes and doesn't include figures or go as far as an expert view of Faye Martin; the other pairing may have been able to be more specific in their evidence from the article (BBC News, 2026).

My map is structured with a general idea in the centre and using separate different shape for each business with its effect, such as video going viral, which differs in structure from the other pair in theme.

A mind map becomes more informative and easier to learn when the core concepts are clear and are connected by other concepts that note the key points. Compared to other pair this mind map is easier to follow since its include the key ideas and concepts and connect with center .

Reflection

The other pair may have specific evidence that my map lacks: the three-hour journey to Hollywood, 45 million views for Little Love's Pamper Bus, including audience preferences in real content (BBC News,2026)

As a improvement I I would connect the Lindy Loo and Little Love boxes to the central idea as the boxes were not in any way related to the central idea, and would add figures and expert view by Faye Martin where space is available.

In my mind map, what went well is that I have all four business names on my map, and the cause and effect is evident in my map because the middle box explains how the videos going viral brought in customers. But the thing I would change is I added lines that connect the Lindy Loo's and Little Love's (shown in red) boxes with the middle box so all four businesses are directly connected with the main idea.

Final reflection

While analysing the mind map, I found it challenging to determine which part of the mind is more important and to provide evidence for my conclusion, since the article was full of good examples. Also, writing ideas in my own words while providing in-text citations to avoid plagiarism was a little challenging, as I had to be careful about not plagiarising while still getting the meaning correct.

The mind map provided helpful information on the outcomes social media brings to business, with specific examples from the article,also, I had to do my own research to

strengthen my point. Also, comparing and finding gaps in my own mind map showed me different structures and areas for improvement.

References

BBC News (2026) *Viral chicken shop draws customers from hours away*. Available at: <https://www.bbc.co.uk/news/articles/cm2701py5npo>.

Kaplan, A.M. and Haenlein, M. (2010) 'Users of the world, unite! The challenges and opportunities of social media', *Business Horizons*, 53(1), pp. 59–68.