

Task 3 of 3 – Report

Programme:	Certificate of Higher Education Business Skills for the Workplace		
Module:	Digital Skills		
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Module Lead:	Koushik Modak	Internal Verifier:	Sylvia Hoffmann
Assignment Title:	Task 3 – Written report	Word count (or equivalent):	Task 3 – 1000 words
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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

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Introduction

Internet navigation, online safe staying, online communication, document creation and editing through online services, and purchasing services or products through online services are suitable examples of digital skills and capabilities. These skills and abilities made effortless lives for business. Digital literacy, leadership, interpersonal skills and creativity help in the future as digital skills. Digital and social media facilitate the utilisation of electronic statements for giving plans, substance, knowledge and communication. Digital media contains text communication, emails, and internet based communication methods. For example, social media tools include Facebook, Instagram, Snapchat and Twitter etc. The report will mention the use of social media tools in terms of business. The social and digital media tools which are essential for business will be described in the report. The advantages and disadvantages of the social media tools from the perspective of business will be mentioned in the report (Ahmed, 2021).

Use of Social and Digital Media in business

Social and digital media are used to connect the wider customer in an easier way. Digital and social media are useful resources for increasing customer service. By using social media platforms like LinkedIn, Twitter, Instagram, Hootsuite, SocialPilot, HubSpot, Sendible, Sprout Social application and Facebook aid firms to deal with a wide variety of customers. This involve to create the connecting service that is correct for every stage to make visitors in and boost distribution (Cartwright *et al.*, 2021). To enhance the coverage, firms should use customised promotions to engage with customers. Business should make logic of society and reliability among the customers by connecting with them through social media searching, Q&A sessions, and interactive sessions. Firms should also make use of influencer promotion as well to engage with existing people and creating belief. Examining approaches constantly to find out the material resonates the majority with readers and adjust the strategy as a result. By the planned operation of social and digital media resources, the companies can expand the clientele and make a higher priority on the brand's visibility and services (Ahmed, 2021). Along with these, listening platforms, publishing platforms, and competitive analysis platforms are the important kinds of social media tools to tackle the social media in various angles to help the brand achievement.

Social Media Tools for Business

The social media tools have tackled social and advertising platforms to make the various business goals and services achievement. Social media platforms such as Instagram and LinkedIn are popular and famous choices for making the business growth. These are the user based platforms help to communicate with other successful people in the world (Cartwright *et al.*, 2021). The social and digital media platforms help to create new business ideas for the individual who tries to start a new business. Twitter and Facebook are the other important tools for business. These social media platforms help to promote the business ideas in the world. These social media tools help to interact with larger customers directly in a suitable way and in real time. These social media platforms are known as the advertisement strategy for the brands.

Advantages of Social Media Tools

There are various advantages of business by the social media tools such as attracting new customers, growing the market share, building loyalty and trust in the services and brand, interacting directly with customers in real time, advertising and selling the products or services, drive traffic to the website, engaging with customer reviews and monitoring market competitors etc (Fraccastoro *et al.*, 2021). Brand awareness building is one of the best benefits of social media platforms for businesses. The brand awareness method helps firms to enhance the customer attraction. A solid brand image is created by the help of these social media tools. Efficient marketing campaigns are created by the help of social media tools and platforms. The key products and services are promoted by these platforms. This is one of the best advantages of social media tools because brand promotion makes effective profitability in business. By the help of social media tools, the business can make the innovation with the newly content. When the business owner has a new idea to grow the business, then the social media platforms help to make planning to implementation (Greenhow and Chapman, 2020).

Disadvantages of Social Media Tools

Along with lots of advantages, the social media tools and platforms have many disadvantages which are made uncomfortable environment for the business management and social media (Fraccastoro *et al.*, 2021). Lower ROI, staying engaged and active, security and privacy policy issues, loss of productivity, spreading of misinformation, compromised privacy and data vulnerabilities are among the challenges employers face while using social media tools in business. Sometimes it is heavily risky for the business. The identified issues are always made uncomfortable atmosphere for Companies (Greenhow and Chapman, 2020). Misinformation is caused by the inappropriate use of social media platforms and it concerns unreliable marketing of the business. Social media platforms are expensive for the brands to promote the offerings. The social media platform can lead to deteriorate the brand image of the business by negative reviews impacting decline in brand value.

Conclusion

In this report, the impact of social media and digital media on the business strategies is described. The social media and digital media increased brand and service visibility, and availability, improved people engagement and generated leads for the business. The targeted advertising of the business is facilitated by the social media platforms. Along with these, the social and digital media platforms have many disadvantages which are mentioned in the report to create the overview of the social media platforms. It totally depends on the business management that how the management uses this social media tools.

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