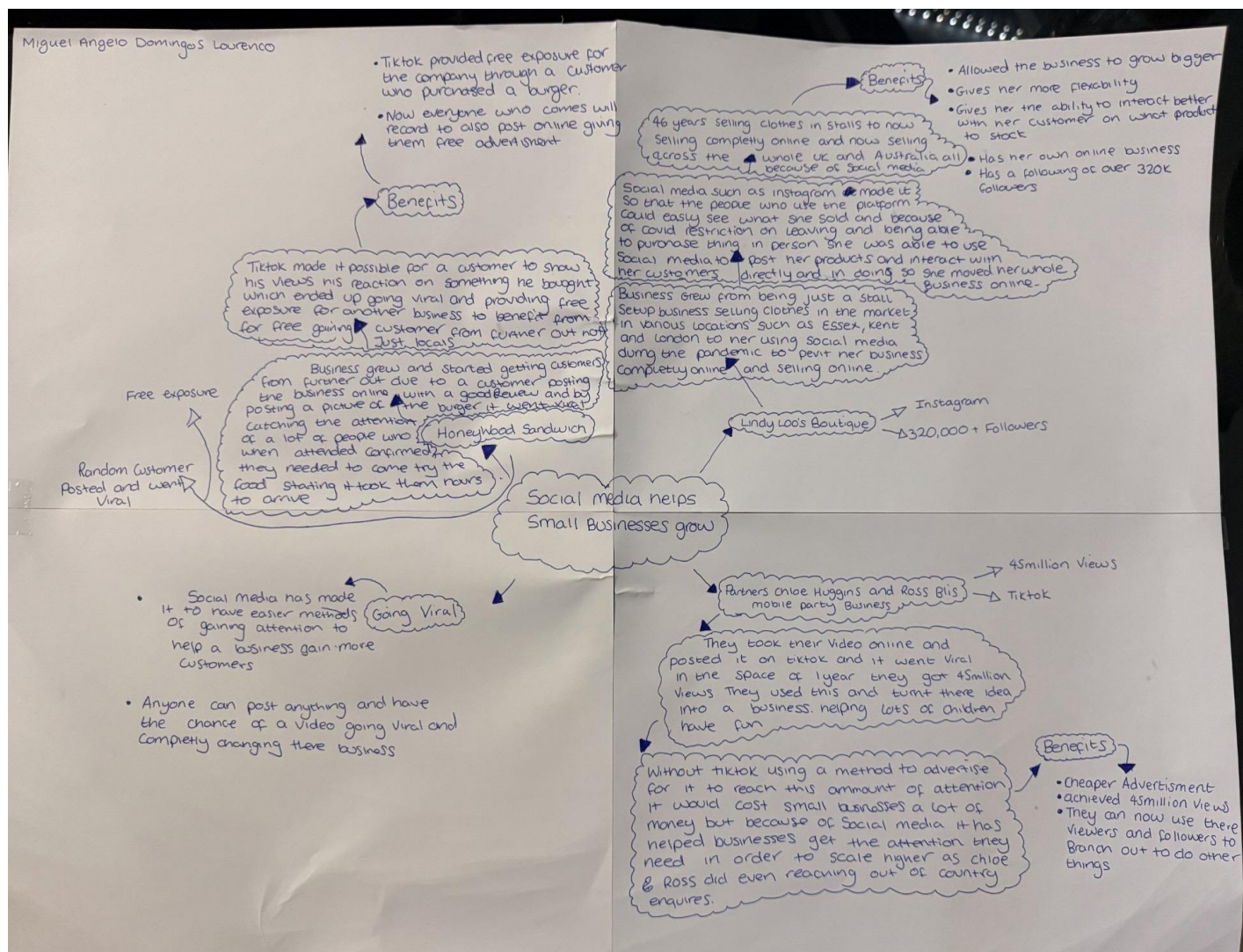


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Module ID: LCLM4002

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Assessment Title: DS1 My Digital Life



The idea is to show businesses the impact of social media and the effects it can create for example businesses are able to promote their businesses online and make them grow

further than just having them in a stall taking into account lindy's business and why it was crucial she pivoted to an online business during pandemic

One key point I believe which can be used to support my main idea is that without lindy pivoting online her small business of selling clothes at her locations in stalls it would of have come to an end as during the pandemic it was nearly impossible as customers weren't allowed out unless it was to purchase important necessity things such as food and water changing her business from in person stalls to online made it so that she could reach customers all over online making it so she could sell her products and not have them stuck in a van due to the pandemic.

Using social media platforms allowed it for customers to view stock without the need to attend in person as lindy used her social media platform with over 320k followers to post videos and pictures of her stock on her page and always updating her customers with multiple posts daily of what was still available this made it easier.

In my opinion the most important part of the text is that it shows small businesses the power of using social media one main example is it shows that businesses can post and share online pictures or videos of their products or services and receive likes and shares and reach many other customers without spending lots of money on advertisements as anything can go viral or just being posted online where millions of people stay on can help a business reach higher.

My reflection

I found it slightly difficult to pick most important information to put on my mind map as i can write everything and there is a lot of reasons why using social media is very important for any businesses not just small businesses

What helped me was focusing on specific things i believed made a real difference which by doing this made me focus on certain ideas i used whilst doing my assignment

What helped you with this difficult task