



Another bullet point is that clients/customers prefer authentic, entertaining content because it helps businesses build better relationship clien and customers and establish better trust with their potential clients.

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

The most important part is the text, which is the section with examples and general statistics on how social media changed small businesses. I think it is important because it shows that even a small business can become successful and have a voice in their neighbourhood and in such a competitive world if the business team/owners create engaging online content.

d. Was anything unclear or difficult to understand?

I wasn't sure about how businesses keep creating viral images, how they know what trends are, where they gather ideas and how many team members are involved in the project of creating social media content, as it can also be a big challenge for any business owners, about their inspiration while they create and whether it always leads to a long term success.

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

My group helped me understand text by discussing, analysing and thinking collectively in class, and by teaching me how to create a mind map by highlighting and identifying key points.

3. One sentence reflection

Question: What did you find challenging about this task?

The hardest part was at the beginning, identifying key points from the text, concentrate and structure mind map first in my head, and later transferring my ideas onto paper. Information source material, BBC news article we used, contains a lot of business information, as well as examples for each business.