

***1a. Networking as used in online work refers to:***

the process of expanding and developing your network of social and business relationships through online communication channels or platforms such as LinkedIn.

***b. How I can increase my network as a digital marketer includes the following:***

- I will measure my content reach both internally and externally which will give me a broad picture of what content and types of topics and messaging is effective in the market.
- Building a personal brand ,by for example building two social media platforms to enable a stable following where I can showcase digital marketing skills and gain attention of other digital marketing experts within that particular space which hence will increase my network.
- I will learn to adapt since the marketing space changes time to time hence increasing my network
- Seeking feedback in order to understand that whatever I am doing has real value for example I am an intern digital marketer. I will s
- eek knowledge from other professionals in order to acquire more skills and in that way they will see that I am interested to learn without limitations hence increasing connections.
- Assessing my network in order to see that the message I'm posting aligns to what I want to achieve by the end of the day, hence creating consistency which increases my network.

***c. key features I would consider when selecting an influencer for my company include:***

- Authenticity of the influencer where when one has authenticity she will be able to automatically draw the attention of the followers hence boosting the company's products.

- Audience of the influencer , where in order to reach potential consumers it is crucial for me to consider an influencer who has a relevant audience for the brand.
- Relevance of the influencer, in that it will be important for me to collaborate with the influencers who are a good fit for my brand.
- To ensure my collaborations run smoothly and effectively, I will choose the influencers who are reliable hence being able to deliver more.
- Values of the influencers where it will be good for me to go through the influencers social media pages to check the content she or he posts online to see if it matches with the one I am looking for in order for him to endorse a particular product I want to be endorsed since it will be easy for her to create a content with ease through the content she posts.