

Project Title: Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

Define Problematic / Problem Understanding

Specify The Business Problem:

- Brand revenue, ethical reputation goodwill, and the trust your customers' place in your business can all be affected.
- Your social media output and conversations need to be reflective of the morals and values your brand holds as a whole.
- The more time spent on social media can lead to cyberbullying, social anxiety, depression, and exposure to content that is not age appropriate.

Business Requirements:

- 15 ways to market your business on social media:
- Start with a plan.
- Choose the right social media networks.
- Understand your target audience.
- Add your website link and branded hashtags.
- Cross promote on other social media sites.
- Run Reddit ads.
- Run Facebook ads.
- Set up a Facebook and Instagram Shop.

Literature Survey:

- Review of literature is a written overview of major writings and other sources on a selected topic.
- This provides a critical review of miscellaneous studies, researches, books, scholarly articles, blogs and all other sources related with social media marketing strategies.

Social Or Business Impact:

- Social impact is a significant change that positively addresses a pressing injustice or challenge, such as climate change, human rights, or the education gap.
- When businesses and organizations establish social impact initiatives, the difference is felt beyond the communities the efforts or activities serve.

- Positive examples include job creation, improved access to education and healthcare, reduced crime rates, environmental conservation efforts, and cultural preservation initiatives.
- But social impact can also mean negative consequences, such as increased inequality or displacement of communities.