

Assignment - 1

Information

Security

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Importance of Social Media Awareness

Social media is an important part of today's world. It helps to stay connected and share ideas, thoughts and opinions with others in a safe and secure environment. It can also be used to promote business, organization & causes as well as stay informed about current events and trends. Additionally, social media can help to build relationship with others. Finally, it can be used as a platform for self expression, giving us an opportunity to express ourselves.

Social media is an amazing tool for staying connected with people in your life. It's great for staying up-to-date on friends and family members lives, sharing pictures & memories & even making new connections.

Benefits of social media for Business

⇒ Reach a larger audience:

Social media is a great way for business to reach a wider audience than ever before

⇒ Increase brand Awareness:

Social media can be used to increase brand awareness & recognition through regular updates, business can keep this brand at the forefront of people's minds

⇒ Generate Leads:

Companies can use social media to promote their products & services, & can use it to target potential customers.

⇒ Get feedback

Social media is a great way for business to get feedback from customers

Social media Awareness:-

It is a good practice to be aware of what you are putting on your social media accounts, as well as who you are talking to when you post a comments, statuses, picture online or like or follow a page, this information is often available for anyone & everyone to see and can be hard for you to control or delete once it has been shared. Employers will often look through the applicant's social media presence to see what they post online & use the information they find on that person to make an assumption about their character, personality & level of professionalism.

If you regularly post status updates about intoxicated and taking days off work then employers may be put off interviewing you because they may assume you are unreliable, whereas if you post positive updates, employers may see this as a quality.

Social media Do's

- ⇒ Select the highest privacy settings for all social media accounts
- ⇒ Enter your name into google & check the Search results
- ⇒ Remove pictures & posts that may discourage a potential employees -
- ⇒ Build up a positive online presence and show an interest in your chosen career.

Social media Don't's

- ⇒ Don't use offensive language on social media
- ⇒ Don't post negative comments about any employer, job or colleague
- ⇒ Don't announce your new job on social media until the company have cleared it