Response to Questionnaires (Knowledge Assessment)

Name:

I hereby certify that I have undertaken these assessment tasks utilising my own work without assistance from any other parties. I have not knowingly plagiarised any work in completing these assessment activities.

Digital Signature:

Please provide a written response to each question in this activity. Your response must clearly answer the question and provide sufficient information that you clearly demonstrate you understand the major parts of that issue.

Each response needs to consist of several sentences formed in appropriate paragraphs.

## Questions

1. Outline the pros and cons of using social media in business.

1. What is the difference between replying publicly and privately to negative comments in social media?

1. List a range of metrics that you consider important.

1. Why is it beneficial to use images in your posts?

1. What should an organisational social media policy include?

1. What is content curation?

1. What does it mean to include a call to action?

1. How can understanding the interests of your organisation’s clients/stakeholders help you create meaningful social media content?

1. How does social media marketing tie into business objectives?

1. Why would you need to track enquiries?

1. How can social media postings be against the law?

1. What is social media defamation?

1. How could you diffuse a negative comment in social media?

1. What should you do with trolls?

1. How would you deal with the following post?

*“My waitress was a %^&\*.”*

1. How would you deal with the following post?

*“I’m going to burn this restaurant down.”*

1. How can social media complaints be used to improve business performance?

1. How can you use feedback to improve the organisation’s social media?

1. What are the benefits of User Generated Content?