



Using Social Media for Marketing

ASSESSMENT # 2

Total Marks: 30

Answer the following questions:

- 1.** What is LinkedIn? How can you use it social media marketing? (10)
- 2.** How tweets, re-tweets, and hashtags help you in your marketing on twitter? (10)
- 3.** Why is it good to build your blogs? What rules will you follow to write a blog? (10)