

Business Scavenger Hunt

Directions:

In partners or groups of three, identify a business to look at their social media use and how they use it to network with their target audience.

1. Identify a business and write its name on the next page.
2. Using your knowledge of social media sites, identify two social media sites the business uses and write their names in the correct location on the next page.
3. Write a short summary of how the business utilizes each site to connect with its customer in the space provided.
4. Read your summaries to the class.
5. As a class, discuss the similarities and differences of how businesses use various social media platforms to network with their customers.

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Business Name:

Social Media Site:

Social Media Site:

How does the business use the site to connect with customers?

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