

### Social Media in Organizations: Functions, Benefits and Value for Customer Communication and Brand Management



What have been the three primary benefits that using social media has brought to your organization?



Source: Harvard Business Review Analytic Services Report (2010)  
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On the media projector, you will share an example of how an organization uses social media to communicate with consumers/clients and the function of social media in managing the organization's brand. Preferably, choose an organization you follow or have a personal interest in (you buy its products, like its brand/branding, you find its approach to social media interesting/unique, etc.).

Try to answer the following questions:

1. Why did you pick this organization?
2. Do you follow it on social media? How often?
3. Which of the primary benefits above has this organization gained by its use of social media?
4. How effective is this organization's use of social media for communicating with customers? Why?
5. What if anything would you change or recommend to this organization in order to improve how it connects with its consumers through social media and how it utilizes social media platforms to manage, monitor, and/or develop its brand?