Assignment 7
Due on: 28-08-2020, 23:00

1. What is a canvas? How is it different from a browser window?

2. What is a social media manager? What are the key responsibilities of a social media manager?

3. What is a social media strategy? Why is it important for businesses?

4. What is content marketing? How does it differ from traditional advertising?

5. What are the different types of social media advertising? What are the advantages of each type?

6. How can businesses measure the success of their social media campaigns? What are some common metrics used for this purpose?

7. What are the ethical considerations associated with social media use? How can businesses ensure responsible social media use?

8. What is the role of influencers in social media marketing? How effective are they as marketing tools?

9. What is the future of social media? What trends do you see emerging in the next few years?

10. How can businesses adapt to changing social media landscapes? What strategies can they adopt to stay relevant?

Submit your answers by the due date to receive feedback. Good luck!