

TRUE APPROVED



social media guide



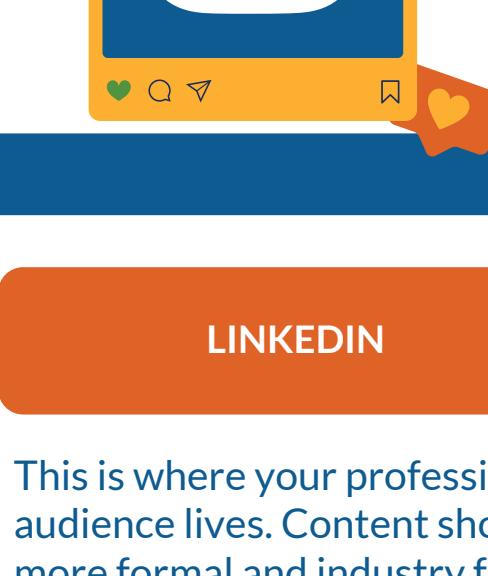
Content should be adapted to suit each platform's vibe while

1. **What is the primary purpose of the study?** (1 point)

on and discuss



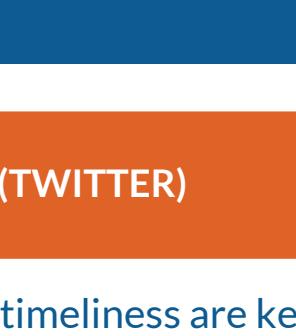
An illustration of a yellow web browser window with a blue header bar, a white address bar, and a blue content area. A red speech bubble with a yellow heart icon is positioned to the left of the browser window.



100

An illustration of a pug dog with a black face and brown body. It is dressed in a blue suit jacket over a white collared shirt and an orange tie. The pug is sitting at a dark blue desk, looking towards the right. The background is plain white.

100



content concise.

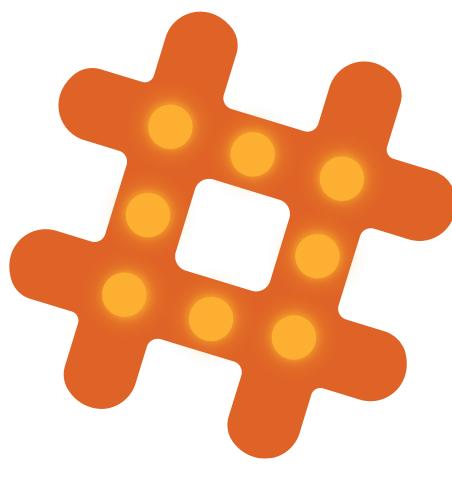
with

Opportunities a



Authenticity and creativity rule.
The opportunities are endless with
entertaining videos.

1 Be creative and adapt



1. Be creative and adaptable
2. Understand your audiences
3. Immerse yourself in resources
4. Find where your presence makes sense
5. Prioritize quality over quantity
6. Create a content calendar
7. Evaluate performance and analytics

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DIGITAL COMMUNICATIONS