Date Class

Chapter 10 Interpersonal Skills

Section 10.1 Personal Interactions

Digital Nation Activity: Protecting Reputations

Directions Most companies have a marketing presence on social media sites, including Facebook, blogs, and Twitter. Go to twitter.com and search for the profile of a company with which you are familiar. Read and assess its Twitter feed and answer the following questions.

- Does the company interact helpfully and respectfully with customers? 1.
- 2. Do the company's tweets enhance the company's image?
- Do their tweets fit the "voice" of the brand? Explain. 3.