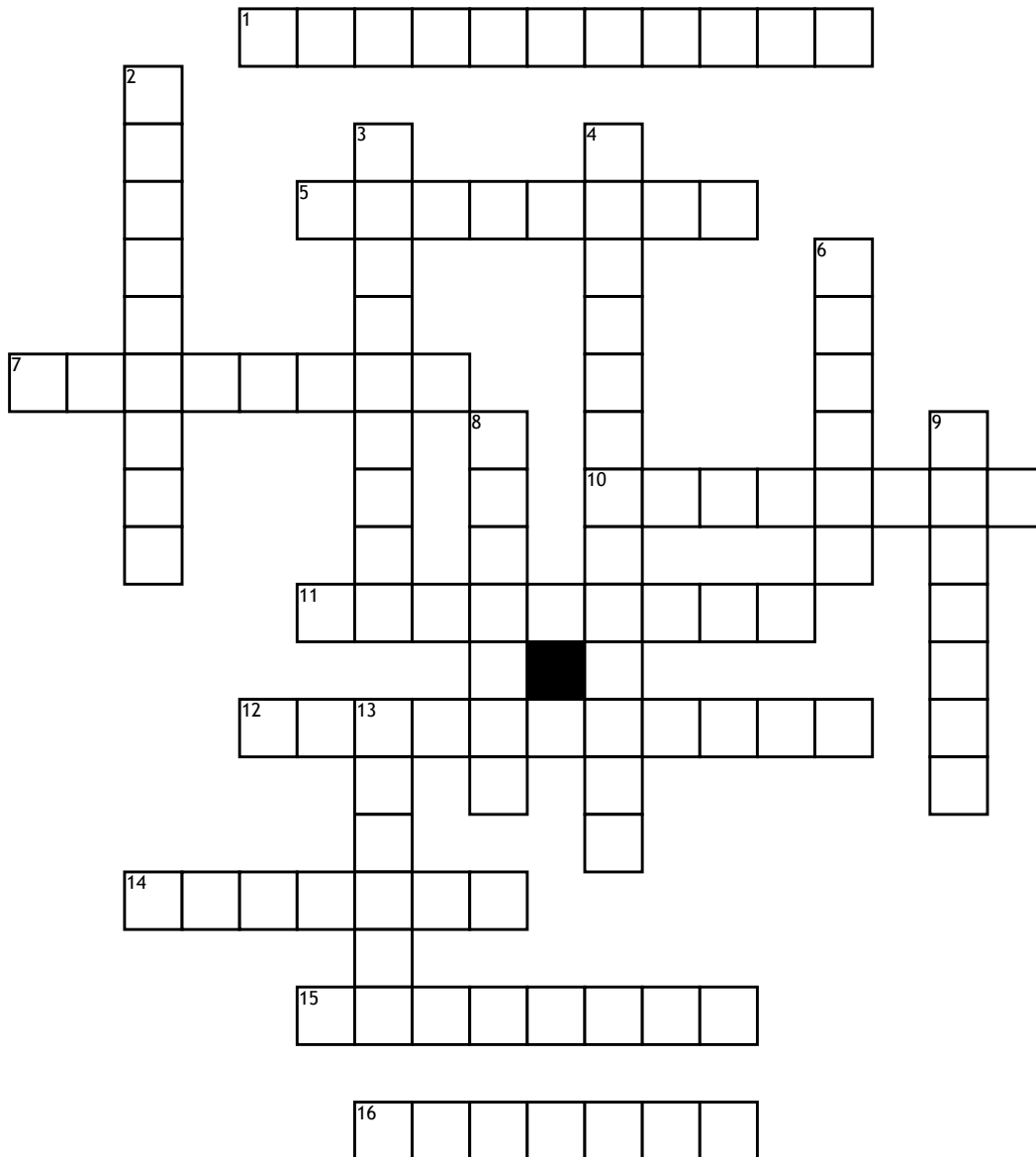


Social Media In Business



Across

1. People paid by social media sites to promote products and brands
 5. Creating a unique presence specific to your business
 7. The most popular social networking site
 10. Great for business specific networking
 11. Visually driven and highly edited site
 12. You can also use social media to keep an eye on your _____

14. Most platforms require users to create this
 15. It is important to keep learning about new technologies and trends so that content remains this
 16. Facebook is known as a social _____
- ## Down
2. One negative aspect of social media is dealing with public _____
 3. One of the most common business uses for social media

4. Twitter is categorized as this type of site
 6. Social media allows for communication to occur in ways that are easier and _____
 8. Known for being an instantaneous method of social media conversation
 9. Social media creates this type of community
 13. Type of device on which many people access social media