

Module 4

Communication & social marketing

Exercises Lesson 2

According to the characteristics of your social entrepreneurship,

1) What Social Networks are you going to use in the communication of your social enterprise?
For each Social Network you use, you should describe:

- What is the main objective of this Social Network?
- What kind of audience are you going to target?
- What messages are you going to communicate?
- In what format (video, image, text)?

2) Draw a map of your future web page.

- What platform are you going to use to create your web page? (Wordpress, Blogger, Joomla, etc.)
- What will your website be called?.
- How many sections will you have? (Who We Are, what we do, contact, etc.)
- What is the appearance of your website? (color, font, typeface, type of design, etc.)