

## **ASSIGNMENT-5**

1. Explain the concept of connecting with others digitally and how it has evolved over time. Discuss the impact of social networks on communication, relationships, and society as a whole.
2. Differentiate between various types of social media platforms, such as social networking sites, microblogging platforms, photo-sharing apps, and professional networking sites.
3. Explain the concept of social media marketing and discuss strategies for businesses to effectively promote their products or services.
4. Discuss strategies for mitigating risks and maximizing benefits when engaging with social media platforms.