

## Applied IT *Activity 3*

### Social Media Failures

Social media is still an increasing vital part of business activity; however the technology and has not always been used effectively or for full benefit of companies and organisations. Whilst many businesses can increase footfall and brand loyalty, for some, there have been unexpected outcomes.

Using the internet, find and review examples of some of these social media failures. Think about what the company actually wanted to achieve and what actually happened.

Examples:

Dove: Transformation

Dove has made a name for developing adverts that empower women and focusing on their realistic, natural beauty. The brand has taken a stand for over 10 years now to promote 'Real Beauty' that allow women to feel beautiful in their own skin and be proud of it. However, even companies known to deliver amazing campaigns can falter when it comes to social media. In its transformation ad for body lotion, Dove shows a black woman who transforms into a white woman. Read this article from the Guardian to find out more:

<https://www.theguardian.com/world/2017/oct/08/dove-apologises-for-ad-showing-blackwoman-turning-into-white-one>

Starbucks: Blonde Espresso

The content you post on social media needs to be clear to the readers. You don't want to post anything too ambiguous which will have the audience dazed and left guessing trying to figure out what you are trying to say. This campaign caused confusion amongst Starbucks customers – the very opposite of what was intended!

