

Document what you know about the reason the social media platforms were developed and used  
 Facebook: You will develop skills that businesses value in entrepreneurship, promotion and advertising, management, event planning, public relations, and sales.

LinkedIn: This page is designed to gather current and existing projects and trends that are taking place within the Western Technical College Marketing Program.

Twitter: We are the official Twitter account of the Western Technical College Marketing Program.  
 Snapchat: westernmktg Facebook: Western Marketing Program

<p><b>Strengths:</b>  <b>Facebook:</b> Easy to get information, Ranked very high, great events page.  <b>LinkedIn:</b> Clean and professional page, showcases the programs work, also showcases students  <b>Twitter:</b> Glimpse of the campus through the official page, helps to easily show content fast, also helps see what is going on</p>	<p><b>Weaknesses:</b>  <b>Facebook:</b> Need to get more followers for the program and post more often  <b>LinkedIn:</b> Need to get more followers for the program and post more often  <b>Twitter:</b> Need to get more followers for the program and post more often</p>
<p><b>Opportunities:</b>  <b>Facebook:</b> Have a Larger audience to go for.  <b>LinkedIn:</b> Need to get first year students on LinkedIn to promote content on the Marketing page  <b>Twitter:</b> New students every year</p>	<p><b>Threats:</b>  <b>Facebook:</b> Have the western official page to be ion contest with for followers.  <b>LinkedIn:</b> Smallest audience to go for  <b>Twitter:</b> Have the western official page to be ion contest with for followers.</p>

The program should start capitalizing on Facebook and LinkedIn because it should focus on where the kids are going to go to look for information about college. The program should stop trying to do twitter cause the reach of FB is way bigger. Also, they should continue to post to both Facebook and LinkedIn more.