**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 1: ACTIVITY 10**

**SMALL GROUP ACTIVITY**

**Social Media/New Media**

Compare two organisations of your choice. What Social Media/New Media do they use to interact with their stakeholders? How effective are they in these interactions? Which organisation is more effective? Provide reasons for your choice.

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| **Analysis** | **Organisation 1** | **Organisation 2** |
| **Social Media/New Media used** |  |  |
| **Effectiveness of interactions** |  |  |
| **Most effective organisation?** |  |  |

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| **Reasons for choice** |  |