**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 4: ACTIVITY 5**

**PAIRED ACTIVITY**

**Stakeholder engagement**

Read [Building social media into your stakeholder engagement strategy](http://www.northernlightspr.com/building-social-media-stakeholder-engagement-strategy/) at <http://www.northernlightspr.com/building-social-media-stakeholder-engagement-strategy/>.

Think about organisations with which you are familiar. How do they use social media and which tools do they find best for engaging with their stakeholders?

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