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## SOCIAL MEDIA GIVES SMALL FIRMS BOOST

Social media such as Facebook and Twitter have become a new way for small business to generate interest and sales in their products especially when they have limited budgets for advertising. At the same time if they commit to using this type of interface they will need to keep it up to date and fresh as internet users are very quick to click if the information presented to them is not fresh or appealing.

Read the full article here:

[Social media giving small firms a boost - Los Angeles Times](#)

<https://blog.granted.com/>