*University of Phoenix Material*

Social Media Feedback Activity

**Complete** each section below. Be sure to cite your sources when necessary (including all uses of the textbook).

1. **Establishment Feedback**

**Research** a review-based social media site such as TripAdvisor®, Yelp®, UrbanSpoon®, Bookings.com®, Hotels.com®, or something similar.

**Pick** a local service establishment and review the feedback.

**Provide** a 3 to 5 sentence summary below.

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1. **Service Improvement**

**Identify** 3 to 5 major areas of improvement.

**Discuss** in 3 to 5 sentences per topic how you would use the feedback from social media to improve service within the establishment.

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| Area of Improvement | Social Media Feedback | Suggestion/s to Improve Service |
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(If needed:)

***References***

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