

ABSTRACT

Social media has changed the manner in which organizations identify with their clients. Since the start of social media, traditional methods of interacting with customers have begun to decline. The motivation behind this research was to decide the policies of owners of small food and the tourism organizations in Lahore Pakistan who effectively utilized social media advertisement. Data collection incorporated an organized survey, relating to social media advertising procedures, and social media pages and websites from the small restaurants and tourism companies. The topics that rose were social media platforms, word of mouth, and challenges executing social media. Facebook, Twitter, and Instagram were the most utilized social media platforms. The participants implied that word-of-mouth has the potential to increase sales and to grow business. Challenges implementing social media included the capacity to be consistent and effectively engaged with social media sites to enable entrepreneurs to reply rapidly to negative posts made by clients. Small food and the tourism organizations can be successful if they develop and implement a social media presence, encourage customer feedback, and formulate a plan to overcome obstacles and challenges that may arise with implementing social media advertising strategies. These findings contribute to positive social change by increasing the sustainability of small businesses in the community, which may drive economic development and improve community relations.