The purpose of this report is to identify how social media is affecting our businesses today. I will cover important points like how customers use the internet to browse and shop for merchandise. I will talk about how the future of business relies on the social media. I will talk about profits and how small businesses use social media as their mainstream marketing source.

**Tentative Bibliography**:

Kelley, Sharon M. “The Influence of Social Media: Effects of Online User-Generated Reviews on Customers’ Perceptions and Business Profitability.” *Dissertation Abstracts International Section A: Humanities and Social Sciences*, vol. 80, no.7–A(E), ProQuest Information & Learning, 2019. *EBSCOhost*, search.ebscohost.com/login.aspx?direct=true&AuthType=ip&db=psyh&AN=2019-41130-158&site=eds-live.

Morgan, Carol L. *Social Media Marketing for Your Business*. Vol. First edition, BuilderBooks, 2018. *EBSCOhost*, search.ebscohost.com/login.aspx?direct=true&AuthType=ip&db=nlebk&AN=2177826&site=eds-live.

VanRysdam, Peter. *Marketing in a Web 2.0 World — Using Social Media, Webinars, Blogs, and More to Boost Your Small Business on a Budget*. Atlantic Publishing Group, Inc, 2016. *EBSCOhost*, search.ebscohost.com/login.aspx?direct=true&AuthType=ip&db=nlebk&AN=2102659&site=eds-live.

Mersid POTURAK, and Sumeja SOFTIĆ. “Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity.” *Eurasian Journal of Business and Economics*, vol. 12, no. 23, May 2019, pp. 17–43. *EBSCOhost*, doi:10.17015/ejbe.2019.023.02.