

Example of essay on it in business

[Business](#), [Customers](#)



- There are several uses for intranet as a corporate communication tools and cost saving mechanism. An intranet is a system through which only the organization is connected, and it is different from World Wide Web, as only the computers within the organization has access to it. It can be used as a communication tool where all the users can send their information which is shared through the organization. Similarly, all the important files can be shared within the organization at all level using Intranet. It leads to a lot of cost saving, as instead of individual license, one license of the software can be purchased which is used by all the computers in the organization. Printing costs can be saved by having a printer shared by the entire organization.
- Pinterest and Instagram can be used by the business to relay their visual messages to the customers. For example, restaurants usually use Instagram and Pinterest to share their menu with the consumers, and their ambience or atmosphere of the restaurants. Similarly, hotels use it to show the quality of their rooms, and other important details where visual details are required.
- Twitter is being used by the business to relay their official announcement to the public. The best practice to use the tool is to have a verified account, so that the customers, and consumers know that the information is authentic, and it is not being used by some unofficial or fake entity. Another good practice for using Twitter as a business tools is to mention the account id on official communication tool of the company, so that the concerned public do not end up following a fake account.