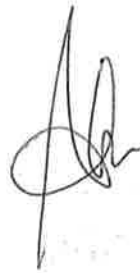


Prova sui Estere

1. Il candidato illustri cos'è il diritto di accesso

2. Il Candidato esponga sulle differenze tra garanzia provvisoria e garanzia definitiva

3. Il candidato spieghi quali sono le funzioni Del Consigliere



1. Il candidato illustri, in quali casi un provvedimento amministrativo è annullabile

2. Il candidato illustri quali sono i compiti e le funzioni del Responsabile della prevenzione della corruzione e della trasparenza

2. Il candidato spieghi quali sono le funzioni Del Tesoriere

Three handwritten signatures in black ink, arranged horizontally. The first signature on the left is a stylized, cursive mark. The second signature in the middle is a more legible cursive signature. The third signature on the right is another stylized cursive mark.

1. Il Candidato esponga sulla figura del RUP.

2. Il candidato spieghi quali differenze intercorrono tra accesso civico semplice e generalizzato?

3. Il candidato spieghi quali sono le funzioni Del Presidente

Three handwritten signatures in black ink, arranged horizontally. The first signature on the left is a stylized, cursive 'R'. The middle signature is a cursive 'R' followed by 'h'. The signature on the right is a cursive 'A' followed by 'u'.

SECTION A

Social media marketing

1. Facebook

Understanding the Marketing Potential of Facebook

In the 1950s, the gadget called television exploded throughout American culture. As more consumers watched TV instead of listening to the radio, marketers had to adapt their strategies to the new medium. Successful ad executives and writers took the time to understand how TV fit within American culture. They researched how and why TV became a focal point for families at the end of each day. They researched the ways men watched TV differently from women and which television shows kids preferred on Saturday morning.

Only after this research were they able to create successful TV advertisements. They learned to condense their messages to 30 seconds. They created ads with jingles and effectively placed their products within popular shows.

In the same way, today's successful brands must understand how to best use Facebook to market their brands.

You will certainly have heard about how brands like Harley-Davidson and Nutella, as well as thousands of small businesses and nonprofits, are using Facebook to market their products and services. Through a variety of strategies and tactics, these businesses are tapping into Facebook to achieve a variety of objectives:

- They're increasing awareness of their brands through highly targeted Facebook Ads.
- They're getting to know what their customers really want by having daily conversations with them.
- They're launching new products and services with Facebook Pages and custom Facebook applications.
- They're increasing new and repeat sales with coupons and loyalty programs.
- They're enhancing the native experience by using such innovations as Facebook Live and the extensive use of video.

Using marketing tools for all kinds of businesses

Facebook offers marketers several unique ways to interact with customers and prospects, including the following:

“Ad” is short for “advertisement”, which can also be shortened as “advert”.



Source: dynamic/Shutterstock.

Facebook Pages, Groups, and Events: These tools are free for any business and have the very same social features that more than 2 billion people use to connect with their friends on Facebook. In other words, Facebook allows businesses to connect with customers in the same way as these customers connect with their friends. This business-is-personal paradigm has helped Facebook transform the way companies market themselves.

Facebook Social Plug-ins for websites: Facebook offers several free plug-ins for websites that allow website visitors to share content with their Facebook friends. The Comments plug-in, for example, lets people comment on content on a certain site by using their Facebook profiles. When they do so, a story is generated in their friends' News Feeds, exposing their friends to your website content.

Facebook Ads: Facebook Ads, which can be purchased on a cost-per-click (CPC) or cost-per-impression (CPM) basis, are popular because they enable marketers to reach as narrow or as wide an audience as desired, often at a fraction of the cost of other online media outlets, such as Google Ads. And because Facebook members voluntarily provide information about their personal interests and relationships, Facebook has a wealth of information about its members that advertisers can easily tap.

Understanding the Power of Word of Mouth on Facebook

Traditional marketing methods like print or TV ads are limited in that they can only shout (so to speak) at their customers to get them to buy something. This approach doesn't work with Facebook because users expect dialogue. So in contrast to the one-way communication models of TV and print, Facebook is a place where customers and businesses can engage in two-way conversations.