

## Reflection: Technology Skills as a Small Business Owner

In January of 2021 I began a new venture of beginning my own small business while I was taking college classes from home. I wanted to take advantage of this extra time I suddenly had, and wanted to maximize my potential with a hobby of mine, creating grazing and charcuterie boards. Beginning this venture came with many challenges, lessons, but also newly acquired skills. I was lucky enough to have the support of my family and friends as well as an amazing community who lifted me up and helped me get the exposure I needed to bring this business to life. One thing that many small business owners do not show or talk about as often is just how much work social media and online tasks for a business takes. Though I have a personal account on both Facebook and Instagram, I essentially had to relearn how to use both platforms while starting up my business pages. There are often flaws in the system, glitching with messaging, notification errors, all things that nobody talks about. This past year I have become extremely well equipped with Instagram and Facebook as a means of communication for my business. I interact with customers through messaging, “story” posting where they can participate in interactive questions and conversations as well as sharing a bit of my personal life to feel more in touch with my followers. I am confident that being in the position of a social media coordinator or manager, I could certainly excel. I am always looking for ways to improve my presence on social media as a business owner, and have experience working with Canva and lightroom by Adobe as well for editing and content creating purposes. If you are looking for a closer look at my presence on social media please feel free to visit my two pages that I have linked above and check out my posts, saved stories, and shares!