**Questions for Teradata Case of the Retail Tweeters**

1. **What social media do you use (if any)?**
2. **What comments or ratings do you make?**
3. **Have you ever been contacted about a comment?**
4. **What is viral marketing?**
5. **If you are a company and know who a fashion setter is, how can you use this information?**
6. **In addition to marketing, who else in the organization can benefit from social media analytics?**
7. **What technologies are required for social media analytics?**
8. **Do an on-line search of companies that offer social media analytics products and services and write a one-page summary of what you find, including links to the best resources.**