**Final: Digital Media Communications PR Campaign**

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## The History of Volvo

One of the most recognized vehicle brand names in the world is Volvo. They are the only Swedish automaker sold in the United States and other countries. Volvo was first established in 1927 in Gothenburg, Sweden and was created because the company believed other auto makers were not providing strong and safe vehicles for the harsh climate. Volvo would become universal in 1944 and was seen as a promise of post-war prosperity. The United States would see its first Volvo in 1955 and would become the second biggest import brand in California a few years later. In 1959, Volvo would begin its most notable feature, its high performance in safety with the invention of the three-point seatbelt. So, you can thank them for the seatbelts we know and use today. In 1976, Volvo would become the safest car brand in the United States with its advanced safety features. In the early 1990’s, Volvo developed the first ever side-impact airbags. In 1998, the inflatable curtain was created that protected both the front and back occupants. In 2003, a blind spot monitoring system was designed to inform the driver of traffic coming from the side. In 2010, auto brake features were developed to stop the car if someone stepped in front of it while it was moving. Finally, in 2018, oncoming braking was created where the car slows down when another vehicle is detected coming head on. This lessens the effects of the collision (Volvo, 2023).

## Social Media & New Media Platforms

Websites are the ultimate forms of company representation. Everyone interested in one’s product or service will visit their site to see what it is they provide. For Volvo, people can price and compare vehicles to see if they are worth buying. People can custom build what they are looking for and contact a local dealer and schedule an appointment. This can also be used for the maintenance and purchasing of parts. But the main goal is to show off their products and encourage people to be a part of the community. Users can also watch videos and look at images to see if they truly want the product. Captions and descriptions allow users to get an awareness of features that are included in their purchase as well as any kind of warranty. A creative and eye-catching website design can encourage people to look around, regardless of the content. Bland designs and boring materials are not interesting which can lead to users signing off quickly and neglecting further study. The benefits usually outweigh the negatives. People will have access 24/7 and offers convenience. It also can build customers outside of traditional work hours. Credibility is also developed because it shows professionalism (Parachute, n.d.). Today, if a company doesn’t have a website, a consumer might be leery and choose a different route for service. It also helps people decide what they want immediately, as opposed to wasting time going somewhere in person where they may or may not be happy.

Instagram offers people a chance to scroll effortlessly where a short video or image can really create interest as well as an understanding of what is provided. Just as Twitter provides text with updates and public relations messages, so does Instagram along with graphics. The application is available on smartphones, and that is what a large percentage of the population uses. It will reach a large audience with the potential of millions of followers. A company can also engage with its users very easily by responding to comments and by utilizing its direct messaging features. Engagement is key for a current customer or potential one. People can also hashtag a company so that they will become their own category online. A simple click of this hashtag will take you to all related images and videos. It is a fun and effective way to make a brand much easier to find (Asehinde, 2017). With Instagram’s analytics tool, known as Insights, businesses can review how their posted content is doing. This will show analytics for impressions, reach, and follower information (Collier, 2022). Knowing your audience can really go a long way when it comes to understanding what people are expecting and what interests them the most. Businesses can then go to work adjusting their approach in hopes of increasing their reach as well as their revenue.

Twitter, like Instagram, is a great option for businesses to utilize. Twitter is almost like a way for companies to update their statuses and tell customers the latest news. When developing a Twitter account, a business can post their logo as a profile picture, write a brief biography, select areas of interests, and connect with those who relate. This way, people can learn more about what you have to offer. It connects one’s business to those who are looking for your services and those who you can collaborate and work alongside with. Creating visibility is easier than ever with the use of hashtags. By connecting yourself to searchable words or phrases, people can become more familiar with your products and services. Direct messaging is also a provided feature of Twitter. A company can use this to address customer issues and handle their problems in a discreet way to avoid others from noticing issues. “There are also no character limitations in direct messaging, which gives you the freedom to help customers properly” (Driver, 2023). Users can also make use of the ability to share GIFs, polls and images. Those polls certainly offer the opportunity to see what people like and what they don’t. Again, by understanding your customers, you can begin to make adjustments to better reach an audience. Twitter also has live tweeting and chats. This is another great opportunity for businesses to get personal with their customers. By having the ability to stay engaged with people, a business is opening the door for improvement and growth.

Finally, writing online articles and blogging can really help develop a brand. Companies can write about whatever it is they’d like. For example, Volvo can write about its history or all the innovative creations they developed over the years. These posts can help establish a strong search engine optimization (SEO). That allows for a better search traffic. The company is more likely to appear online with constant article posts. People can also share the articles to a variety of other platforms such as Facebook and Twitter. “Online blogging can be used to develop trust. Communication is one of the more powerful tools that businesses have to earn the trust of their customers, especially in the digital sphere. Articles that help buyers make more-informed purchases can be a big part of this” (Bingham, 2022). Articles are a form of content marketing instead of the traditional sales pitch marketing. You are learning about the company and being marketed to without the typical feel of being sold something. This is great for long term growth because there will be a collection of reading material available anytime, now and in the future. Afterall, a business wants to last as long as possible and not fall by the wayside and be forgotten.

## Recommended Digital Tools

Digital media is now the preferred method for business promotion for marketers. What was once a form of communication between friends and family, is now a way for businesses to reach their targeted audience. Videos and images where viewers can get involved, seems to be the best method for appealing to people. “Videos help your company improve the relationship with customers and build trust with potential clients. Videos evoke emotions online better than any other medium. You can use the tone of voice, music, and facial expressions to your advantage. This marketing tool can help humanize your brand” (Orecchio, 2020). As stated earlier, younger viewers tend to be attracted to emotions and feeling a connection to what they are interested in. Companies can also use social platforms such as Instagram because consumers often like to follow businesses that resonates with them. Instagram has millions of users, and many use its shopping feature. “80% of Instagram users follow at least one business profile, and 72% of users say they’ve purchased a product they’ve seen on the platform” (Gotter, 2022). It is a great way to keep up with a business while also having the option to shop easily through the platform. Twitter is also a great way for businesses to be successful. Twitter allows users to follow and respond to posts made by a company. A business can develop a brand image by posting not only their products, but also what is important to them such as their mission statement. They can even promote awareness to a cause or movement so that people feel like they are more than just a business. “Brand involvement in culture is especially important among consumers between the ages of 18 and 35. People on Twitter vs. the general population are more passionate, informed, and feel more strongly about brands aligning with culture” (Twitter, 2022).

When it comes to digital media, however, PR professionals have to be aware of trends and other social situations. They need to understand that although there are positives and opportunistic trends, there are also bad ones as well. When promoting something, they need to be aware of what to avoid, especially because many online users are young and easily influenced. By utilizing trends and videos/images, one must be careful because it could be damaging to both the viewers and the company. This can involve the use of popular influencers who might be surrounded by controversy. A company would never want their products and services represented by someone who said or did something that could be perceived as offensive or inappropriate. We see people, often celebrities and high-profile influencers being dropped by companies because they do not want to be affiliated with those who made racist or false claims. “Not everything presented by influencers on social media is real. Distinguishing between real and fake information is important self-protecting techniques” (Ghaith, 2022). Companies care about their image and do not want to rock the boat with controversy that could lead to negative publicity.

## Identifying the Target Audience

Being that most users of digital social media are younger, companies such as Volvo are trying to appeal to young adults. Volvo isn’t strictly selling to safety conscious parents anymore; they want a larger audience. Most younger adults prefer innovative technology that helps them connect to what they love. “Chinese owner, Zhejiang Geely Holding Group, is looking to Volvo to be a more robust volume generator and a laboratory for innovation which it envisions as a global test bed for new ownership models and connectivity technology targeting millennials. The moves and well-received new products have helped stir buzz about the rebirth of the Swedish luxury brand” (Burke, 2018). Millennials are often emotionally driven and prefer authenticity above all else. Volvo produced a video called “Song of the Open Road” where it briefly encourages potential buyers to go out and explore in a bold way. The video does not directly tell the audience to purchase a product, but to explore. This no doubt resonates with younger people. It is encouraging to know that that audience isn’t directly being preached to, the decision is left up to them. “Volvo says its campaign of "Song of the Open Road" has boosted interactions with the brand online and on social media. Bill Day, vice president at consultancy Frank N. Magid Associates, said such a strategy is especially appealing to younger consumers and fits well into Volvo's overall image as a Scandinavian brand” (Burke, 2018). Being that the target audience uses social platforms, Instagram and Twitter can be step up to face these ideas of emotion and authenticity. By posting strong messages intended to stimulate the mind and body, a younger audience might feel a better connection to the brand and its products. Campaigns for both platforms can be very similar. Instagram can share videos and images of exploration and free thinking when Twitter can utilize text. Twitter can provide statues that encourage people to go out and be themselves with the car of their choosing, one that resonates the best with them. They can discuss the unique styling and offer up a poll to see what younger people prefer in a vehicle. Instagram can show the grandeur of driving a fun, interesting, and stylish vehicle through colorfully short clips and edited images. Perhaps in ways that appeal to the average millennial based on what they like to share and comment on.

## Challenges

Like all other automakers, one of the main challenges Volvo faces is the new production of electric vehicles. “Volvo's new CEO Jim Rowan states there's no doubt about the strong and increasing demand for battery electric vehicles, and many automakers have already been taking advantage of this for years. Rowan sees the transition in Europe and the recent growth of the EV segment in the US, as clear indications that a global transition is already underway. The new CEO adds that this isn't just about people wanting an EV to save the environment. Rather, there is an expectation with any new technology that it will improve and make people's lives easier” (Loveday, 2022). Volvo will have to rework its initial innovations into ways that are transferrable to electric vehicles. This shouldn’t be an issue when it comes to manufacturing but will have to look into battery safety where the prevention of fire must be looked into. They have to convince the target audience that these cars are the safest and most efficient electric vehicles on the market. The main competition being Tesla, who first ventured into the market. Many other car manufacturers have delved into electric vehicles, but Tesla seems to be the one many try to emulate. By utilizing social media platforms such as Twitter and Instagram, Volvo can respond to these challenges by making their electric cars seem more fun to drive and by encouraging potential customers that their cars aren’t bland like other brands. Many of the current electric models are known for their off the wall appearance. People also assume these vehicles are slow, so Volvo can try to promote their cars with engaging videos to show that they are stylish and a blast to drive. All this can be done while also promoting its iconic reputation of having the safest cars on the road. This way, they hit all the stops. Having an efficient, stylish, and safe car with a sports car feel, can really go a long way with the younger generation they are targeting. Volvo can also create polls and hashtags for Twitter to determine what appeals to people the most when it comes to electric vehicles in terms of styling. People will feel a bit of engagement and inclusion if a car make actually listens to them and designs vehicles directly from their input.

## Opportunities

As stated earlier, online tools such as social media can give companies the ability to alter their products and services off of customer feedback. This was a previously unobtainable option. Businesses can now receive instant feedback with their products. With Instagram stories, a company can post polls and questions which can relate to a product’s designs. “When you have an engaged base of potential customers, you can get valuable insights from your followers’ responses to your questions” (Boitnott, 2023). Volvo can create consistent options for feedback by customers and potential customers. Consistency is key and various feedback can be used to establish commonalities, so that the development of products can be best suited for a larger customer base. In the past, companies didn’t really have the ability to constantly check in on their audience, but with new media they can access feedback within moments. The internet is a vast place and by utilizing a wide range of platforms and media types, a company can begin to create ways to reach different audiences.

## Current Social Trends

In today’s world, businesses both big and small, rely heavily on social trends to promote and grow their products and services. Marketers have come to realize that people no longer want to be sold something or told their lives would be better with a particular item. Businesses now understand that it is up to the people to decide what is best for them. By giving someone a chance to be involved, companies are seeing more success. People like to be stimulated as well, and what better way than to promote a product or service through some kind of social trend. By organizing a mix of business and social activity, people are more likely to unintentionally get involved with the sale of a product. Businesses of all kinds are starting to get involved with social media and its variety of different platforms. Influencers and ordinary folks are showing off what they love through videos and images. In simpler terms, they are promoting a product by just having fun using their favorite online service. “Influencers can help companies do more than just generate leads. Influencers can also help with customer engagement and promote customer loyalty” (Hetler, 2022). Companies even offer ways for people to purchase off of social media. It is also a less expensive way for companies to advertise and market. When promoting on social media through videos, advertisers have to be able to get their point across quickly. People prefer short videos over longer ones. So, by utilizing Tik Tok, YouTube shorts, Instagram reels, and Facebook reels, businesses can market themselves better as opposed to drawn out advertisements that are often seen on television. Live streaming, however, is quite popular because people can tune in at any time and become engaged by leaving comments that could be responded to directly.

## Brand Imaging Strategies

Brand imaging is incredibly important these days. There is a constant need to appear as positive and relatable as possible. Many businesses or individuals fail when trying to build their brand because they lack the ability to interact in a professional way to their consumers. Every word must be carefully chosen before being released to the public. A brand also needs to be unique enough to collect the interest of potential customers. A company wants people to look at them and have a particular emotion. Many companies succeeded during the Covid-19 pandemic because of their efforts to support those afflicted with the virus or how they handled it in general. According to Global Consumer Trends Report 2022, “more than 60% of consumers feel that businesses need to care more about them and that they’d actually buy more if they felt they cared” (Qualtrics, 2022). There are a few steps that can be followed so that a brand can develop an image. A business must identify a purpose, mission, vision, and value and connect them to a desired audience. A visual element with a consistent voice also must be developed. Once a mission is established where values are expressed, a company can begin to market with visual designs so that people can easily identify them. New media can come into play here where videos and graphics connect a business to desired emotion. “In order to build a robust and active social community, it’s important to test various platforms and see how they perform. Depending on your target audience, you might notice your photo posts do better on Instagram versus Facebook, that infographics do the best on LinkedIn, and that TikTok is the perfect place to share behind-the-scenes videos and primers on how to use your product” (Canva, 2023). Branding requires a lot of media understanding and determination to show customers what is important to you and how you want to be seen.

## Future Trends

When it comes to Volvo, some of the best trends to follow is use of video shorts on a variety of different platforms, utilizing media influencers, a personalized and conversational campaigns, and any kind of interactive content. People need to get involved with the products and services they enjoy. Nobody wants to be sold anything anymore, they want to be involved with the production so that they feel like they are a part of the design. “80% of consumers are more likely to make a purchase from your business if offered a more personalized experience. The data clearly shows that people want and react better to personalized marketing which is why it’s crucial for businesses to do more personalized campaigns” (Impact, 2022). The previously mentioned tools are a good start when it comes to future trends. They meet the latest trends and will only advance in the future. By getting consumers involved with the decision process and by allowing easy access to content, businesses such as Volvo can only grow. It is a social world and that means a large audience that wants to make a difference in everything.

## Sample Copy

When promoting a business, a company must utilize a variety of methods in order to be successful. A PR professional needs to be aware of the dynamics, best practices, and audiences of each individual platform they use. So, when a professional tackles the online world for business progression, they must be aware of what to post and where to post it. What works for Twitter might not necessarily work for YouTube or Instagram. There can, however, be instances where a product promotion can safely utilize similar design and idea approaches. Mission statements, for example, can safely translate from platform to platform because it is the ideology a company wants to use to develop its brand. Despite having to change and adjust platform approaches, a company still needs to focus on their main objectives. These objectives are to generate revenue while developing their brand’s visibility and image. In Volvo’s case, they want to promote safety and their determination to provide only the best for their customers. All automakers try to make their vehicles as safe as possible, so Volvo must find a way to stand above all else when it comes to promotion. They want to encourage audiences that their product is better than the other options available. “Our Safety Vision is one of the most ambitious safety visions in the automotive industry. It is rooted in our leadership in safety and the fact that everything we do starts with protecting the people inside and around our cars. Our aim is that no one should be killed or seriously injured in a new Volvo. While we are proud of what we have achieved so far, we are not satisfied yet” (Volvo, 2020). In 2023, Volvo added to their safety vision by adjusting their mission statement to “For a better future. We want to provide you with the freedom to move in a personal, sustainable, and safe way” (Volvo, 2023). This was made in an attempt to also tackle the growing issues involving climate change. Volvo made it clear that they want customers to enjoy their experience in a safe and sustainable way.

Volvo has tackled the world of Facebook, Instagram, Twitter, and YouTube, to name a few. They have successfully collected a large number of followers on each platform. For YouTube, they currently have over 227,000 subscribers and their Twitter has over 248,000 followers. For Instagram, they have over 1.5 million followers, and over 1.8 million followers on Facebook. By looking at these numbers, it is clear that most fans or customers of their products tend to use Instagram and Facebook over any other platform. Volvo should utilize all these platforms but should put more emphasis on those that have a larger audience. Being that Facebook and Instagram are two different entities, promotion of products and services will need to be different in order to be successful. Facebook is more popular for older crowds while Instagram is more popular with millennials and centennials. When it comes to paid advertising, using Facebook is more likely to succeed while Instagram users are more into seeing organic content such as an influencer promoting a product. Facebook allows users to share content from other accounts such as YouTube, Twitter, LinkedIn, Instagram, and even websites. Instagram is more one-dimensional where the content on the platform is generated through the platform. Accounts can, however, post links to other sites in a description box. Audiences consume content in a variety of ways, and it has become clear who watches and reads what and where. Facebook provides a lot of written content, so people use the site to write posts while Instagram utilizes photos and video shorts (Gomez, 2021). Users of Instagram like to seek out brands they enjoy and want to learn about. The engagement rate on Instagram is considerably higher than any other platform, so it would be wise to take advantage of this booming new platform. “For marketers, Instagram can be an especially appealing venue, as 80 percent of users follow at least one business. Even more attractive, 60 percent of users seek out and discover new products on Instagram. In short, users are starting to expect brands to have a presence on Instagram, and they want to be able to find their products there, as well” (Sanders, 2023).

## Campaign Messages and Their Effectiveness

After understanding the differences between the two platforms, the approach to sales campaigns will be different. The message, however, will be the same with the focus being on safety. The target audience for Facebook will be those aged 40 and up while the intended audience for Instagram will be those aged between 20 and 35. A more sophisticated, professional campaign message will be created for Facebook while a more fun, laidback, and creative campaign will be done on Instagram.

For Instagram, Volvo could use influencers from various social media platforms such as YouTube to create content. There are a few content creators that record stunts and “fails” and being that Volvo is all about safety, they can incorporate the prevention of these “fails” because of Volvo’s safety features. Captions can include phrases such as “Prevent mishaps such as these with Volvo”. This kind of material can be video shorts as well as pictures. It will attract a younger audience, especially if the thumbnails are enticing. “33% of Gen Zers have bought a product based on an influencer's recommendation in the past three months, so influencers have the unique ability to drive purchases for your business, especially among your younger audiences” (Needle, 2023). These videos can be stuntmen having difficulty damaging or crashing the cars. They can also create “fail” videos and have a Volvo pull in from of them with the “failing” individuals stopping to admire the vehicles, getting in, and safely driving away, avoiding injury. It adds a sense of humor while also promoting the car brand. It also makes the brand seem more genuine and authentic as opposed to stale and out of touch. Volvo can follow up any captions with hashtags to link them to similar posts, especially if they create their own.

For Facebook, Volvo would most likely succeed with typical product advertisements. Most mature audiences have no knowledge or interest in influencers, so ideas such as the Instagram one stated previously might not be as effective. Longer videos will be present on the business page of a company can talk about safety features, future endeavors, and engineering practices. Volvo can also incorporate the history of the company to promote how far development has come since its inception in 1927. People generally find it interesting to learn how things have changed over the years. It also looks good that a company lasted for so long, it shows consistency and success. “78% of American consumers claim to have discovered products they bought on Facebook, and 60% of people say they discover new products on Instagram. Nearly two-thirds of all adults use Facebook making its massive reach one of the greatest advantages of Facebook ads for small, medium, and even large businesses.” (Radd Interactive, 2023).

Businesses have a lot to consider when marketing and developing PR campaigns. Understanding what audiences want to see and how to see it is so important. Simple advertisements on television and radio no longer cuts it. A serious strategy needs to be established and tackled in order to grow a business. Social media has become both a headache and a savior for a lot of companies. If done correctly, a business can really thrive but if done incorrectly, a business can fall behind and suffer immensely. Brand image is also crucial for success. Businesses need to appear authentic these days, giving power to the viewers. Nobody wants to be sold anything anymore, they want to choose what represents them the best. PR professionals need to be aware of social trends so that they can appeal to people’s mindsets and interest. They want audiences to feel a connection to their brand and have a strong positive opinion. If people like what they see, they will undoubtedly return in the future and stay updated with all that is currently happening.

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