

## Sample Body Paragraph

Topic: Social Media: It's impact on Society.

Sub Heading: Direct Contact with Targeted Audience.

Topic Sentence: Social media platforms provides an opportunity of direct contact with the audience.

Explanatory Sentence: Online entrepreneurs don't have to call or email people randomly to check if they are interested in the product or not.

Supporting Sentence: It is now possible to reach

their targeted audience with a single click. Using hashtags, can help reach the product directly on audiences' page.

**Example:** According to Facebook, 53% of people are more likely to shop with a business they can manage directly.  
(Facebook business, 2020)

**Concluding Sentence:** This shows that direct contact with audience leads to conducive results.