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BJAMC 1st Year

Subject- Social Media

SYLLABUS

Class: - BJAMC I Year

Subject: - Social - Media

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UNIT-I

It is hard to know sometimes that our life has changed, until we stop and look how different it was ten or even five years ago. In the recent years social media is the feature that more likely than anything else has significantly put an impact on our daily life. In fact envisioning the global conversation that has developed over the past few years, owing to the facilities like Facebook, Twitter and even LinkedIn, might have been unimaginable even at the beginning of this decade. But it is a fact that the social media communication tools have profoundly changed our lives and the way in which we interact with one another along with the world around us.

Some of the vital aspects where social media have affected our lives are:

1. A platform to get our news:

This is a platform from where we receive the daily dose of news. This is definitely true that gone are the day's people read newspapers for their enrichment of the world news. The printed version of news along with the Yahoo or the Google news has been replaced by the stories on Twitter and Facebook. If you are like me then you must also check on a friend's news in the morning and trust the same to be the most authentic source of information.

This actually being an easy source is preferred more and since has the capability of seeking attention; significantly the spread of news on social media is becoming more prominent.

2. The commercial aspect:

The businessman in this modern will accept the fact that he can launch and start his business in a much easier manner than the previous times. In this regard the special thanks should be rewarded to social media. It is not only that we can locate potential collaborators and employees with the help of interest focused Twitter searches, Facebook groups, LinkedIn profiles and activities, but perhaps more significantly are able to advertise on the same platform. People with little money to invest in their business can advertise their business through social media and hence get the chance to engage with others and promote their genre of business.

While business previously was only confined to the immediate environment of the owner, it has now with the help of social media platforms, beginning from blogging to posting of videos on Youtube has opened new possibilities for customers and the clients. With whom to do business



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with and who should be your genre of customers have all moved online now with having a presence over the internet of the same.

3. Increased the contact value:

People do meet each other at parties and all other forms of social gatherings but the introduction of social media has made it easier than ever before to find out people of similar interest. The means such as LinkedIn and even more popular Facebook has the capability to make you introduce you with new range of individuals, just by the click of a follow button.

Hence an increase in the communication sector is taking place and people are today emphasizing more on Facebook interaction than on face-to-face meetings. In short with the involvement of so many individuals at a single platform social media has the ability to retain the potentiality of both old and new friendship.

4. What we reveal:

As per the old paradigm people used to reveal very little about their fears and doubts, but an increase in the social sharing of ideas and having created a communicative platform of the same we are now more confident and knowledgeable. A forum based communication system has been established by the social media of present day.

The older paradigm is hence broken and one is more transparent with their thoughts and ideas, to reveal the humanness within them.

5. The influential power:

It is a fact that the usual mode of media is no longer a promotional mode. The social media has taken its place and with the influential capacity has made a mark of its own. Researchers have established that the younger generation is more under the impact of this media and has been influenced by this. Hence the influential power of the same is quite high and as the network of sharing and amplifying information has strengthen the ability of each person to influence opinion and policies have as well increased.

There are in fact many organizations, like Zoom Web Media who utilize this influential power of social media to engage their range of potential customers.

Mobile :-

Of all the innovation occurring with mobile technology, two areas are of particular significance to small business merchants (a) tools that let small businesses market themselves or their



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products/services to mobile users such as GoMobi or AppMakr and (b) tools for small businesses to better organize and manage their operations on a mobile (BookFresh, Zoho etc) So on one hand more consumers are finding and reaching out to merchants via mobile and on the other hand merchants are managing these interactions entirely on mobile. Even though these services address discrete needs, the end result is that the entire paradigm of interaction between a merchant and his customer is changing to be an entirely mobile experience - or mobile-to-mobile.

Why is this important?

This paradigm shift may not be overnight, or widespread, but it is significant because it is likely to drive changes in how end-to-end mobile solutions are delivered.

- **Features** - phone-based features can allow new value-propositions. Some are already in place. Using FourSquare, a restaurant owner can be alerted when a customer checks in, and send them a coupon directly to their phone.
- **Simplicity** - merchant and customer-facing apps need to be 3-clicks-simple and action-oriented. E.g. Send a coupon, confirm an appointment etc
- **Reinvention of business operations** - using services like Square or you can already scan products, charge credit cards and email receipts all from a mobile device, essentially redefining the notion of Point of Sale (POS) - so no checkout counters, no printed receipts. Using Bump technology, the transaction can be further simplified down to a just a bumping of phones. Soon, coordinating a appointment with your hair-stylist can be this simple and entirely mobile to mobile.

So, what does this mean for full (non-mobile) online experiences? Are they now suddenly irrelevant?

It seems unlikely that all online experiences will be mobile experiences, since there still exists a clear delineation between tasks that require a “full-online” experiences and those that can be done for convenience on a mobile device. For example, you wouldn’t use a mobile device to write a multi-page document. Or review your general ledger.

But for a lot of functions that involve interaction between merchant and customer, this is the new frontier for innovation especially in new capabilities involving pictures, video, geo-location and social connections. Expect big things.



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UNIT - II

Facebook is an online social media and social networking service owned by American technology giant Meta Platforms. Created in 2004 by Mark Zuckerberg with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, its name derives from the face book directories often given to American university students. Membership was initially limited to only Harvard students, gradually expanding to other North American universities and, since 2006, anyone over 13 years old. As of December 2022, Facebook claimed 2.96 billion monthly active users,^[6] and ranked third worldwide among the most visited websites.^[7] It was the most downloaded mobile app of the 2010s.^[8]

Facebook can be accessed from devices with Internet connectivity, such as personal computers, tablets and smartphones. After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which are shared with any other users who have agreed to be their "friend" or, with different privacy settings, publicly. Users can also communicate directly with each other with Messenger, join common-interest groups, and receive notifications on the activities of their Facebook friends and the pages they follow.

The subject of numerous controversies, Facebook has often been criticized over issues such as user privacy (as with the Cambridge Analytica data scandal), political manipulation (as with the 2016 U.S. elections) and mass surveillance.^[9] Facebook has also been subject to criticism over psychological effects such as addiction and low self-esteem, and various controversies over content such as fake news, conspiracy theories, copyright infringement, and hate speech.^[10] Commentators have accused Facebook of willingly facilitating the spread of such content, as well as exaggerating its number of users to appeal to advertisers.^[11]

The idea behind Facebook was to provide an online book of faces for university students to connect and share information. It was initially a social network for Harvard and expanded in the following years to any university. It eventually became a social network for anyone, anywhere in the world.



The concept of a social network was a nascent one in 2004 and not entirely unique. Other social networks that were active at the time Facebook was created were Friendster, which was launched in 2002, and MySpace, which was launched in 2003. Users post information, status updates and pictures of themselves on social networks. These items are shared with friends, family and communities of interest.

Facebook is more than just a social networking platform; it's also a business. Facebook had its initial public offering on May 18, 2012, on the Nasdaq stock exchange trading under the symbol FB. The company rebranded as Meta on Oct. 28, 2021. As of Dec. 1, 2021, Facebook trades under the symbol MVRB.

Facebook is only one of several technologies that Meta operates. In 2012, Facebook acquired social networking site Instagram for \$1 billion. Facebook then acquired WhatsApp for \$19 billion in 2014. Facebook later got into virtual reality (VR) hardware with its acquisition of Oculus VR in 2014 for \$2 billion. With Meta, the idea is to create and enable the metaverse. This would meld social networking, VR and augmented reality components to create new types of user interactions and experiences.

Key Facebook features

Facebook started out as a community where users shared information about themselves and different topics. Over time, different features expanded the scope of its capabilities:

- **Timeline.** User profiles and updates are shown on what is known as the Timeline. Timeline is the successor to the Facebook wall, which was the original home for user profiles and updates. The user timeline includes posts, status updates, friend listings, photos, videos and user activity information.
- **Friends.** A primary feature of Facebook is the ability to search for and connect with friends and family. The search interface helps users quickly find acquaintances and also suggests potential connections.
- **News Feed.** News Feed enables users to view news from the connections and groups that they follow. Users can like a given post or comment on it.
- **Pages.** Pages are the profile and content pages for businesses on Facebook. Pages provide the ability for businesses to share information and communicate with customers.



- **Games.** Facebook provides an integrated capability enabling users to play games on their own or together with friends. Among the early successes of games on Facebook was Zynga's FarmVille.
- **Groups.** Communities of interest can organize themselves with the Facebook group feature. This enables the sharing of information, images and active discussions.
- **Events.** This feature enables users and groups to organize events that their followers can attend. It enables users to send out invites and help manage an attendee list.
- **Marketplace.** This is an online yard sale, where users can buy and sell goods and services with other Facebook members.
- **Messenger.** This is an instant messenger that enables friends to communicate in real time via webchat or a mobile app.
- **Video.** Facebook Live is a feature that enables individuals and businesses to stream live video to friends, family and followers.

Uses for Facebook

Billions of people around the world use Facebook daily to create and grow communities, personal interactions and revenue. There are many uses for Facebook that individuals, community groups and businesses can benefit from:

- **Connecting with friends.** The primary use of Facebook has always been about connecting people. Facebook is a way to find and connect with friends and remain updated on their activities.
- **Creating communities.** Facebook is used to create and organize communities of interest on just about any topic. It's a platform that can enabled like-minded individuals to come together, share ideas, discuss and organize.
- **Engaging with customers.** For businesses, Facebook can help with brand building and customer engagement. Having a Facebook presence enables businesses to share information about products and services to established and potential customers.
- **Searching for jobs.** Facebook is often a way to look at the personal and professional lives of people and organizations to see if there is a cultural fit. Businesses also often list available jobs on the app.



- **Selling goods and services.** Businesses can sell goods and services directly in the marketplace. They can also push consumers toward their products via advertisements.

Facebook controversies

Over the course of its existence, Facebook has been the subject of many controversies. Several scandals were severe enough that Facebook founder Mark Zuckerberg testified before the U.S. Congress about the company's practices. Here are some controversies of note.

Winklevoss twins

The origins of Facebook itself are mired in controversy with twins Tyler and Cameron Winklevoss, who claimed Zuckerberg stole the original idea for the site that became Facebook. The Winklevosses sued Zuckerberg, and a settlement was reached in 2008 that included a mix of cash and shares estimated at the time to be worth \$65 million.

Beacon advertising system

One of the earliest controversies involving user privacy occurred in 2007 with Facebook's first attempt to monetize its site with an advertising system originally known as Beacon. The Beacon system shared user activity with advertisers without user permission or the ability to opt out. In December 2007, Facebook withdrew the feature, and Zuckerberg published a public apology, pledging to do a better job protecting user information and privacy.

Facebook two-factor authentication

In September 2018, Facebook admitted that it was providing user phone numbers to advertisers. Users originally provided their numbers to enable two-factor authentication. This authentication was intended to provide integrity to the Facebook login process, and user information was supposed to be kept private.

Cambridge Analytica

The Cambridge Analytica scandal broke on March 19, 2018. Cambridge Analytica was a political data analytics firm with an app used by Facebook users. Cambridge Analytica then accessed user data without user authorization. The collected data was allegedly used to influence the 2016 U.S. elections and U.K. Brexit vote. The scandal triggered an investigation by the Federal Trade Commission. Zuckerberg appeared before the U.S. Congress to address concerns about privacy practices.



Facebook Papers

Facebook has had many whistleblowers come forward over the years alleging wrongdoing at the company. Perhaps the most well known of them is Frances Haugen. In 2021, she leaked details on the social media giant's own research about the negative effect Facebook has on teen girls and others. Haugen testified before Congress on Oct. 5, 2021, about Facebook and its effect on children.

Facial recognition

In November 2021, Facebook announced it was shutting down some of its facial recognition capabilities to allay concerns about user privacy. There are multiple problems with the facial recognition that Facebook was using, including tagging users without permission.

Facebook dangers

As a community of users that share information and pictures, there is no shortage of potential dangers that can put users at risk.

Facebook has admitted to multiple risks and identified several safety resources to stay safe on the site. Users should think before they post, report things that are suspicious and never share their passwords. Here are some potential dangers for Facebook users:

- **Social engineering.** Users can be tricked into doing something that they originally didn't intend to do with a social engineering On Facebook, that could lead to fraud or other potential financial losses.
- **Malicious apps.** A Facebook app could gain access to a user's information, including contacts and activity. This could then expose the user to risk via a privacy violation or even malware.
- **Identify theft.** Users commonly share personally identifiable information on Facebook, and in the wrong hands, that information can be used to create fraudulent identities.
- **Marketplace scams.** There are myriad scams that occur in the marketplace where users sell goods and services. Scams include stolen, fake or counterfeit merchandise, among other forms of fraud.
- **Social media addiction and mental health.** An ever-present danger with Facebook is the social effect on mental health. Facebook's own research shows that its



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platforms, including Instagram, are harmful to teens' mental health. With the large volume of negative and disturbing news that can permeate the platform, there can also be a tendency toward doomscrolling. This is where users aimlessly scroll through reams of negative news, which can have a bleak effect on mental health.

What is Instagram

At its most basic, Instagram is a social networking app which allows its users to share pictures and videos with their friends. The app can be **downloaded for free** from the usual app stores and takes pride of place on many a young person's (and older!) smartphone.

The company was founded by Kevin Systrom and Mike Krieger, both Stanford University graduates, in 2010 and now has around 200 million users. Facebook, the social networking giant, acquired the company in 2012. While its basic premise is the sharing of pictures, the site's popularity comes from its picture-editing functionality.

Once a user snaps a picture, Instagram filters – of which there are dozens – can transform images in a manner reminiscent of old-fashioned Polaroid prints. **The app allows for the creation of personal profiles but also can be connected to existing social networking profiles such as Facebook and Twitter, meaning users can share their pictures across platforms.**

Instagram Questions

Instagram Questions is a feature introduced in July 2018. It allows users to answer questions posed by their followers. This is slightly reminiscent of the controversial Ask.FM, although answers to questions are not anonymous! If you send a question to someone you follow they can post that question to their story and write a response but it will not tag you as the person who asked the question. It is a popular feature with influencers.

Instagram Direct

Instagram Direct allows you to share photos, videos, hashtag pages, profiles and locations with a single person or small group of people (up to 15 people) right from a users' newsfeed. You can access Instagram Direct via the Inbox icon in the top right-hand corner of the app. Find out more about Instagram Direct here: blog.instagram.com



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Instagram Stories

Instagram Stories allows users to post a selection of photos/videos into one story. The new feature works in much the same way as Snapchat Stories, with stories disappearing after 24 hours. Instagram Stories are not posted to a users profile or on the Newsfeed. Instagram Stories follow the same privacy settings as a users' Instagram profile. For example, if a user has a private account and posts a story, only the users' friends will be able to view this story.

Take a Break

In Ireland, Instagram has introduced the Take a Break feature which asks users to take a break from Instagram if they have been scrolling for a certain amount of time. The feature also suggests that users set up reminders to take breaks in the future. The Take a Break feature builds on existing Time Management tools within the app which lets users set up notifications for when they have reached the total amount of time that they want to spend on Instagram each day.

Instagram: What Are the Risks?

If a user's profile is set to public – it means that the pictures or videos created and shared using the app can be seen by anyone. We don't need to outline to you the obvious privacy issues that this raises. See how to make posts private at the end of this article. With an increase in new features such as **Instagram Questions**, the risk is that they will be used negatively and to cyberbully other users. If you experience cyberbullying, screenshot the messages, block the bully and report them.

Like many other social networking sites, Instagram also has age limits, albeit ones which are difficult to enforce. **In Ireland, the Digital Age of Consent is set at 16.** According to its terms of service:

"Instagram requires everyone to be at least 13 years old before they can create an account (in some jurisdictions, this age limit may be higher). If your child is younger than 13 and created an account on Instagram, you can show them how to delete their account."



Instagram: What Are the Benefits?

As with many of the most popular social networking websites, while there are risks, there are also benefits. Instagram is all about encouraging creative originality. Indeed, Instagram is probably among the reasons behind the resurgence in the popularity of photography. The app allows its young users to share their lives in quirky, filtered photographs, hashtags or short video clips and has certainly been put to good use by the majority of its users.

Young people also like the fact that they can follow famous people or influencers on the app, keep up-to-date with new businesses, news and with friends.

Instagram: FAQ's

Is there an age restriction? **Update: Under the new E.U General Data Protection Regulation (GDPR), Ireland has now set the Digital Age of Consent to 16 years old. This means young people under the age of 16 in Ireland are not allowed to access this platform.**

Make the most out of Instagram by ensuring you understand the app functionality and privacy settings. Need some help? We answer some frequently asked questions on blocking and reporting settings.

What is Twitter?

In 2006, Jack Dorsey, co-founder of Twitter, had an idea -- he would create a SMS-based communications platform in which friends could keep tabs on each other by updating statuses.

In the beginning, Twitter was an idea all-too-similar to texting.

The idea evolved, in large part due to brainstorming sessions with Dorsey's co-founder, Evan Williams.

On March 21, 2006, Jack sent the first tweet, which read -- "just setting up my twttr."

Twitter saw explosive growth at the 2007 South By Southwest Interactive conference, during which more than 60,000 tweets were sent. The Twitter team took advantage of the conference to begin growing their user base.

Twitter began as an SMS-based platform, so the 140 character limit was initially simply a necessity -- mobile carriers imposed the limit, not Twitter.



However, as Twitter grew to become a web platform, they kept the limit simply because it aligned with Twitter's brand -- Twitter is a platform that aims to create highly skimmable content for our tech-heavy, attention-deficit modern world.

Twitter has grown exponentially over the past 10+ years. Its purpose is ultimately to spread information fast -- while that information is not always serious (Kim Kardashian's thoughts on makeup, for instance), it sometimes is (like when Iranian protesters used Twitter to assemble marches).

In many ways, Twitter has both unlimited meaning and immeasurable potential. It can connect you with someone in Thailand as quickly as it can introduce you to your next-door neighbor. You might choose to fill your feed with industry professionals, news sites, celebrities, comedians, or friends.

By enabling each user to curate their content to their personal desires and interests, Twitter has successfully created a highly-addictive platform.

What is Twitter used for?

Twitter is a social media site, and its primary purpose is to connect people and allow people to share their thoughts with a big audience. Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends. Additionally, PR teams and marketers can use Twitter to increase brand awareness and delight their audience.

Twitter for Marketers

Twitter can be a very helpful platform for growing a following and providing your audience with valuable content before they even become customers. The character limit can also help you create quick-and-compelling advertisements, like a shout-out to a webinar your business is conducting, or a free e-book.

It's important to note, you can use Twitter to advertise your products or services, but you should do so sparingly. Like any social media marketing strategy, your primary focus should be on attracting an audience with useful content and growing brand awareness.

Additionally, you can use Twitter to connect with your audience in personal and meaningful ways. If someone mentions one of your products or services, you can "like" or "retweet" their



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comment. Alternatively, if a customer complains about your services on Twitter, you can reach out to rectify the situation in real-time.

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.



As a reporter, you could amass a large following by tweeting short descriptions to alert your audience of daily events.

Additionally, many celebrities, athletes, and politicians choose to post on Twitter directly rather than speaking through media outlets when they want to share information with their fans -- so Twitter is often a helpful avenue when you're looking for insider information or direct quotes to use for an article.

Of course, there's a danger in using Twitter as a primary source of news -- the limited character count, for one thing, enables Twitter users to spread one-sided information without having the space to offer the full-story. If you're a reporter, it's likely best if you use Twitter to post short snapshots of larger events, but stay clear of offering controversial opinions when you don't have the text space to back it up.

Twitter for PR Teams



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If you work in PR, you might consider using Twitter to post announcements about one of your clients -- for instance, you could tweet about a release date for a client's product, or an upcoming event.

Twitter can also help you quickly figure out what your client's competitors are discussing, to ensure your client is up-to-date on industry trends, and participating in the larger conversation. Finally, Twitter allows you to network with professionals or influencers who might have an interest in working with your client.

Twitter for Individuals

You can use Twitter for entertainment purposes, or to stay in contact with friends and family. At its most basic, Twitter is similar to sending out a 140-character mass text to everyone you know -- you could use it to share a funny story, post a compelling video, or ask your audience a question. The choice is yours.

How does Twitter work?

Twitter is a social networking site in which you can post 140 character status updates, otherwise known as "tweets", that can be seen by anyone who has chosen to follow you. Within the tweet, you can link to other articles or videos. Additionally, you can scroll through your Twitter homepage to see what other people, who you've chosen to follow, are posting. For instance, you can use Twitter for professional use only, and choose to follow industry leaders in your field. Alternatively, maybe you just follow comedians, and use Twitter as a source of amusement.

If you're ready to get started with Twitter, here's how it works -- don't worry, it's relatively simple.

First, create a Twitter account. Then, once you're ready to use Twitter, follow these steps:

How to Post a Tweet

If you're interested in posting something, you'll want to click the text box that says "What's happening?". You can include pictures, a GIF, or a poll using the icons below the text box.

If you're not sure what to post, consider pasting a URL into the box of a funny video or interesting article, with your own brief personal take on the content.

When you're ready, press "Tweet".

Also, yes -- I should probably read through my 100+ notifications.

How to Peruse Popular Content and Follow People on Twitter



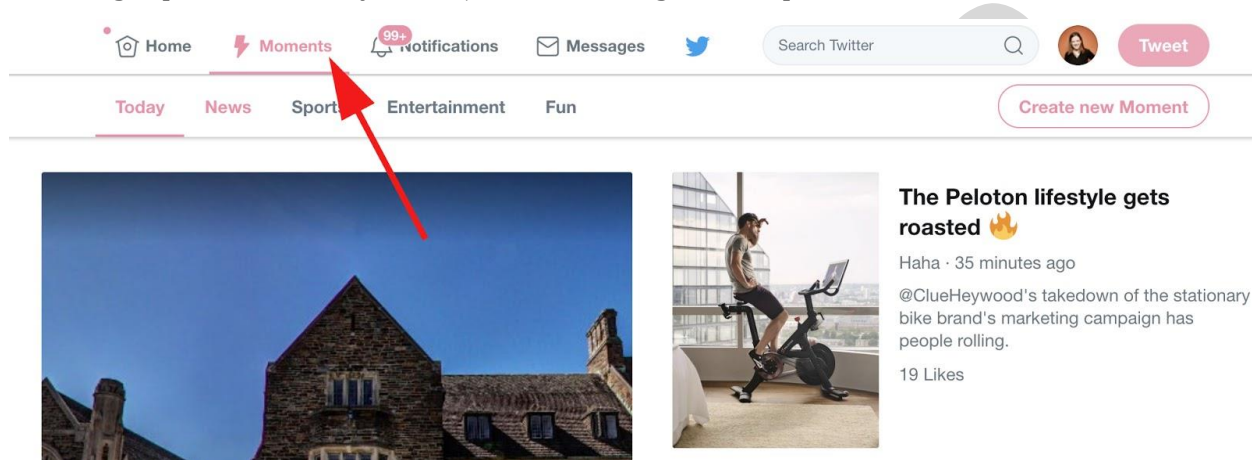
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To peruse popular content, you can click the "Moments" section at the top. This will show you trending topics in a variety of subjects, including News, Sports, Entertainment, and Fun.



To follow specific people, you can type their name into the search box. When you click on their name, you'll be directed to their profile. There, click the "Follow" button to the right to begin following them -- this means any tweets they post will appear on your homepage.

LinkedIn is a social networking website designed for business professionals. It allows you to share work-related information with other users and keep an online list of professional contacts. Like Facebook and MySpace, LinkedIn allows you to create a custom profile. However, profiles created within LinkedIn are business-oriented rather than personal. For example, a LinkedIn profile highlights education and past work experience, which makes it appear similar to a resume. Profiles also list your connections to other LinkedIn users, as well as recommendations you make or receive from other users.

By using LinkedIn, you can keep in touch with past and current colleagues, which can be useful in today's ever-changing work environment. You can also connect with new people when looking for potential business partners. While people outside your personal network cannot view your full profile, they can still view a snapshot of your education and work experience. They can also contact you using LinkedIn's anonymous "InMail" messaging service, which could lead to new job opportunities.

LinkedIn has several benefits for business professionals, which is why it is used by millions of people across the world. Just remember, if you decide to create a LinkedIn profile, keep your



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information professional. It's best to save your personal information for the other social networking websites.

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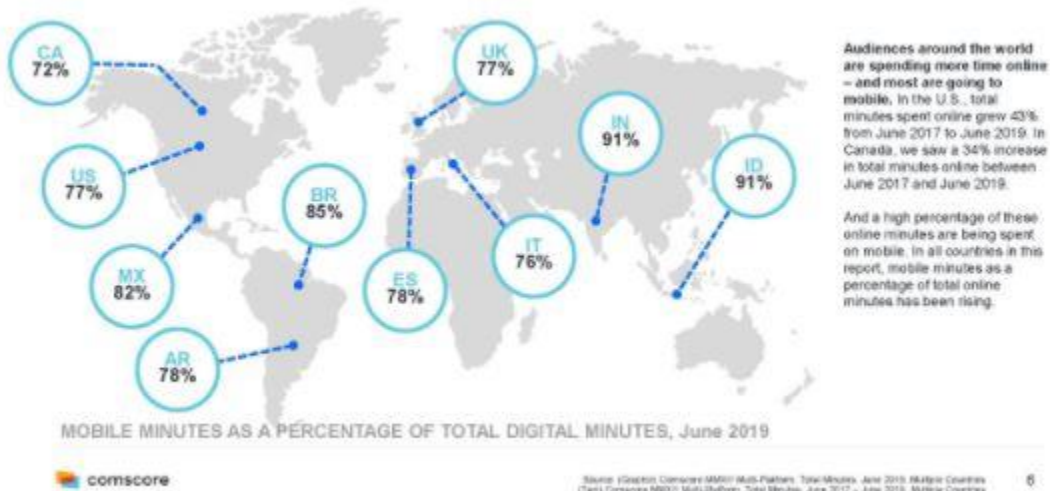


UNIT - III

Information and communication technology has changed rapidly over the past 20 years, with a key development being the emergence of social media.

The pace of change is accelerating. For example, the development of mobile technology has played an essential role in shaping the impact of social media. Across the globe, mobile devices dominate in terms of total minutes spent online. They put the means to connect anywhere, at any time on any device in everyone's hands.

Global audiences are spending more time on mobile

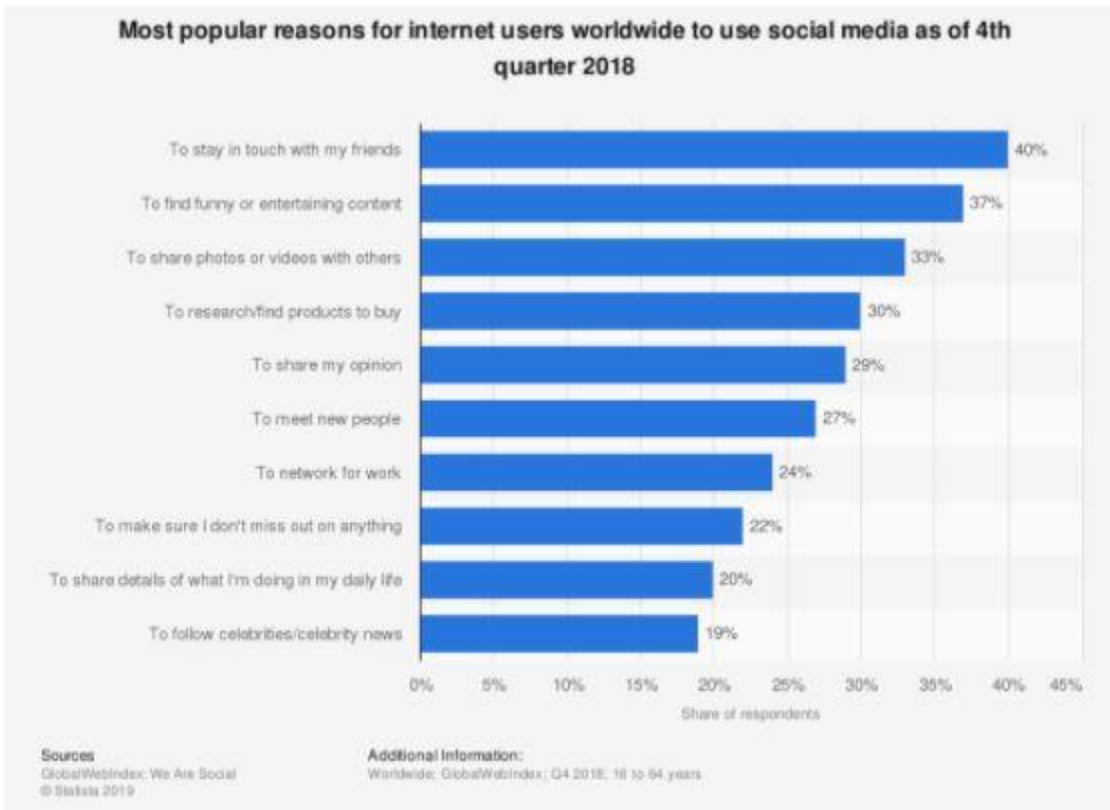


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Why People Share Information?

A fascinating study by the New York Times Consumer Insight Group revealed the motivations that participants cited for sharing information on social media. These include a desire to reveal valuable and entertaining content to others; to define themselves; to grow and nourish relationships and to get the word out about brands and causes they like or support.



These factors have caused social networks to evolve from being a handy means for keeping in touch with friends and family to being used in ways that have a real impact on society.

The Influence of Social media is being used in ways that shape politics, business, world culture, education, careers, innovation, and more.

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Top 7 Impacts of Social Media

1. The Impact of Social Media on Politics

A new study from Pew Research claims that about one in five U.S. adults gets their political news primarily through social media. The study also finds that those who do get their political news primarily through social media tend to be less well-informed and more likely to be exposed to unproven claims than people who get their news from traditional sources.

In comparison to other media, the influence of social media in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in



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the ultimately unsuccessful candidacy of Howard Dean in 2003, then in the election of the first African-American president in 2008, and again in the Twitter-driven campaign of Donald Trump. The New York Times reports that “The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society.” Because social media allows people to communicate more freely, they are helping to create surprisingly influential social organizations among once-marginalized groups.

2. The Impact of Social Media on Society

Almost a quarter of the world’s population is now on Facebook. In the U.S., nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.

Thanks to the internet, each person with marginal views can see that he’s not alone. And when these people find one another via social media, they can do things — create memes, publications, and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental, and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

The flipside: Social media is slowly killing real activism and replacing it with ‘slacktivism’

While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real change. Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the ‘Like’ button or sharing content.



This passivity is a very human reaction when people are given options that absolve them from the responsibility to act. A 2013 study by the University of British Columbia's Sauder School of Business found that when people are presented with the option of 'liking' a social cause, they use this to opt-out of actually committing time and money to a charitable cause. On the other hand, when people are allowed to show support in private, they are more likely to offer meaningful support by making a financial contribution.

The researchers found that a public endorsement is meant to satisfy others' opinions, whereas people who give in private do so because the cause is aligned to their values. This peer pressure may be a factor in the recent trend of political polls in the U.S. to misread voter intentions: people who respond to the polls may be answering how they think the pollsters expect or the way they think will please their peers, but in the privacy of the voting booth (or at home with a mail-in ballot), they vote according to their true preferences.

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3. The Impact of Social Media on Commerce



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The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue.

Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. These functions are important in traditional brick-and-mortar businesses and, obviously, in the world of e-commerce.



Many studies suggest implementing social networks within the workplace can strengthen knowledge sharing. The result is to improve project management activities and enable the spread of specialized knowledge. Fully implementing social technologies in the workplace removes boundaries, eliminates silos, and can raise interaction and help create more highly skilled and knowledgeable workers.

The flipside: A low number of social 'shares' can lead to negative social proof and destroy business credibility



Interestingly, although social sharing has become the norm rather than the exception in business, some companies, after experiencing first-hand some adverse effects of social media, have decided to go against the grain and remove the social sharing buttons from their websites.

A case study of Taloon.com, an e-commerce retailer from Finland, found that conversions rose by 11.9% when they removed share buttons from their product pages.

These results highlight the double-edged nature of the impact of social media. When products attract a lot of shares, it can reinforce sales. But when the reverse is true, customers begin to distrust the product and the company. This effect is what Dr. Paul Marsden, psychologist and author of 'The Social Commerce Handbook,' referred to as 'social proof.'

BENEFITS FOR BUSINESS BRANDS	JUST AS MANY RISKS INVOLVED	PROTECT YOURSELF BY
<ul style="list-style-type: none">• Real time customer feedback allows innovation & product improvement.• It provides a fair platform for business of all sizes to compete.• Opportunity for thought leadership.• It makes the sales process more efficient.• Increasing employee productivity.	<ul style="list-style-type: none">• Low number of views and shares can be viewed as negative social proof and destroy business credibility.• Negative comments and complaints can overshadow a marketing campaign.• Buttons can distract customers from purchasing.	<ul style="list-style-type: none">• Use smaller buttons.• Eliminate 'share' counting.• Prioritize selling over sharing.• Test whether sharing is actually working for you.• Share buttons should only come after a sale.



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4. The Impact of Social Media on the World of Work

Social media has had a profound effect on recruitment and hiring. Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand.

The screenshot shows the LinkedIn interface for 'Who's Viewed My Profile'. The header includes the title 'Who's Viewed My Profile' and a link 'What is this?'. The main content area is divided into two columns. The left column, titled 'Your profile has been viewed by 13 people in the last 7 days, including:', lists four viewers with their roles and industries: 'Someone in the Executive Leadership function in the Internet industry from Brazil', 'Product Manager at Salesforce.com', 'Someone in the Leadership function in the Writing And Editing industry from Rochester, New York Area', and 'Web Developer at LinkedIn'. Below this list is a prompt: 'To see 8 more people, upgrade your account.' and a link 'Change your visibility settings'. The right column, titled 'Business Process Mgmt', contains three sponsored ads: 'Superior Business Community Management Solutions from Inovia', 'Process Lifecycle Guide: Free 11 page Guide to Closed-Loop Process Lifecycle Management', and 'Strategy Consulting: Get Actionable Results. Assess Strategic Options, Factors & More'. At the bottom right of the ads is the 'Ads by Google' logo.

Nineteen percent of hiring managers make their hiring decisions based on information found on social media. According to CareerBuilder's 2018 social media recruitment survey, 70 percent of employers use social networking sites to research job candidates.

Also Read: Personal Branding Vs. Business Branding

5. The Impact of Social Media on Training and Development

Job candidates who develop skills in the latest and most advanced social media techniques are far more employable.

A 2020 survey by OnePoll on behalf of Pearson and Connections Academy asked 2,000 U.S. parents and their high-school aged children about the "new normal" of high school. Sixty-eight percent of students and 65% of their parents believe that social media will be a useful tool and part of the new high school normal.

Blogs, wikis, LinkedIn, Twitter, Facebook, and podcasts are now common tools for learning in many educational institutions. Social media has contributed to the increase in long-distance online learning.



Despite issues of lack of privacy and some instances of cheating among long-distance learners, this has not deterred social platforms from being used in education.

6. The Challenges of Social Media

Social Media is relatively a newer technology, hence, it is a little difficult to establish its long-term good and bad consequences. However, multiple researchers have concluded a strong relationship between heavy use of social media platforms with an increase in risk of depression, self-harm, anxiety, and loneliness.

Fear of Missing Out (FOMO)

Long-use of social media platforms make you addicted to checking out what other people are doing. FOMO is an exacerbated feeling that other people are living better lives or having more fun compared with you. This feeling makes you check your notification every second, just to make yourself feel better.

Cyberbullying

Teenagers need to fit in, to be popular, and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat, and Instagram into the mix, and you suddenly have teenagers subjected to feeling pressure to grow up too fast in an online world.

The Cyberbullying Institute's 2019 survey of U.S. middle and high school students found that over 36 percent report having been cyberbullied at some point in their life, with 30 percent having been victimized twice or more. It also found that almost 15 percent admitted to having cyberbullied someone at least once, and nearly 11 percent admitting to doing it two or more times. Teenagers can misuse social media platforms to spread rumors, share videos aimed at destroying reputations, and to blackmail others.

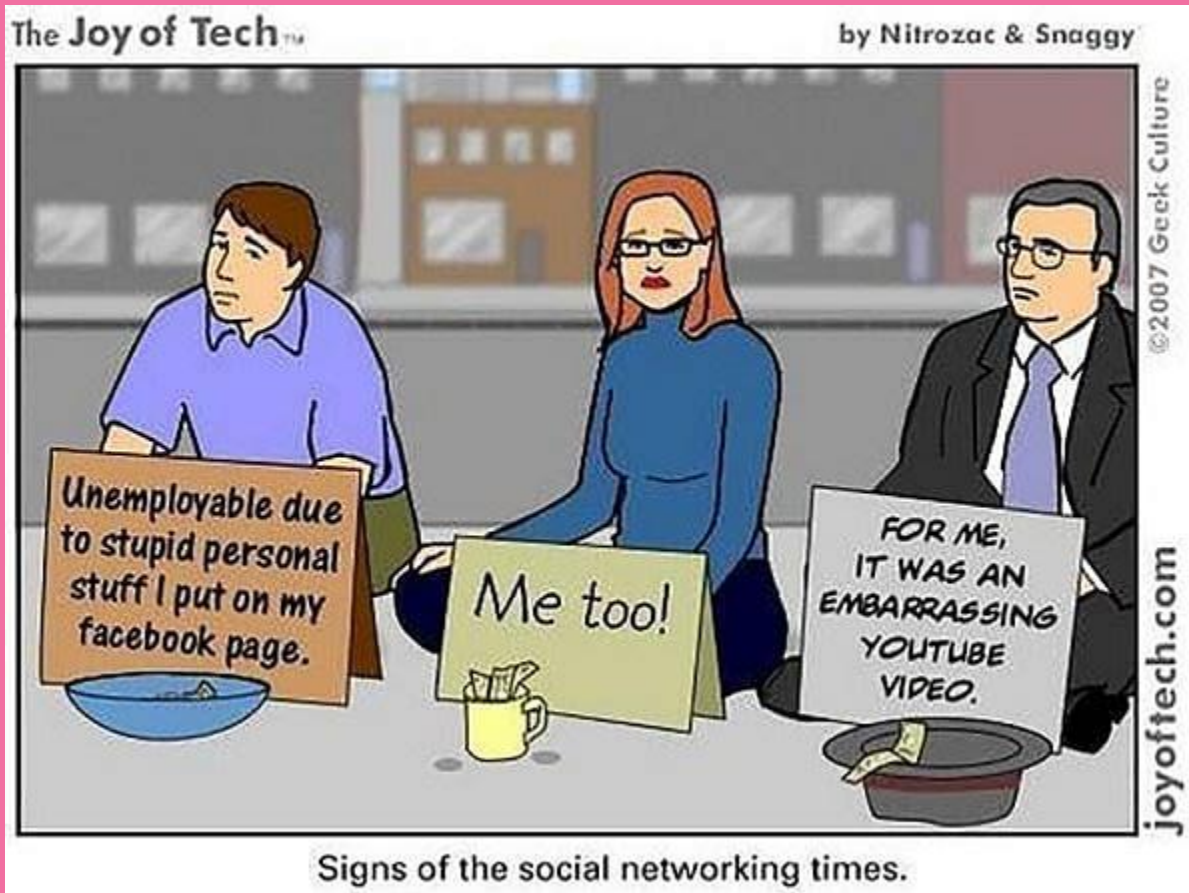
Lack of Privacy

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by social media users. Most of the time, the users themselves are to blame as they share content that should not be in the public eye. The confusion arises from a lack of understanding of how the private and public elements of an online profile actually work.

Unfortunately, by the time private content is deleted, it's usually too late. and the content can cause problems in people's personal and professional lives.



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7. The Impact of Social Media on Relationships

One of the effects of social media is encouraging people to form and cherish "social media friendships" over actual friendships. The term 'friend' as used on social media is a weak shadow of traditional friendship. Real friends actually know each other, frequently interact face to face, and have a personal bond.

Top 20+ Advantages and Disadvantages of Social Media

If the internet is an unmissable part of contemporary life, social media is integral for communication – an unavoidable element, especially for those who lead hectic lifestyles and depend on it for even the smallest updates. People can communicate with friends, speak with family, and stay updated on global happenings via numerous platforms. One of the most common online activities is using social media, and in 2021, 82% of Americans had a profile on one or more social networking sites, up 2% from the usage rate of 80% the year before. That comes to about 223 million social media users in the United States in 2020.



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Over the past ten years, social media has grown astronomically. There was minimal participation in the industry in 2005. At the time, most of them were unaware, and among those who knew, having the opportunity to establish a MySpace page typically meant elaborate backgrounds and unique playlists rather than a direct connection. If people were to spring back a little bit, the real taste of social media emerged from blogging, where accounts were created sometime in the 1980s. After that, the evolution of free platforms and chat rooms created newer social opportunities. Later Facebook, Twitter, and others revolutionized it.

Advantages of Social Media

Connectivity

Connectivity is among the most significant benefits of social media. It can link countless users at any time, everywhere. Information could be spread globally through social media and its connectedness, making it simple for people to interact with one another. It results in global relationships.

Education

The use of social media in education is commendable. Learners and educators can enroll in global collaborative platforms to facilitate constructive learning. It also aids in skill improvement by fostering knowledge and creativity.

Information and Updates

Stay informed about events happening across the globe or in other people's lives using social media. In contrast to television, radio, or newspapers, social media lets everyone convey information accurately by presenting the real picture. It aids in showcasing real-world news across the globe.

Awareness

People have become more conscious thanks to social media. It serves as a channel for information, thus paving the way to innovation and success via developing their knowledge and abilities. Social media well-covers global events, making people more aware of their surroundings.

Share Anything With Others

Social media is the best platform to convey feelings and opinions - a song, a poem, a work of art, a decadent dessert, or anything else. Anyone can let their creativity shine through the platform



for it to be shared by millions of others. Sharing the artistic works with others could open the door to achievement and several milestones.

Helps in Building Communities

Live in a diverse world where individuals from different cultures, beliefs, and backgrounds exist. Social media brings these people together by linking them on a common platform. Thus, fostering a sense of unity facilitates the development of community links. For instance, food lovers can join the community of food bloggers, while gamers can join communities focused on gaming, etc.

Noble Cause

Noble deeds can be promoted on social media. It is the ideal tool for endorsing causes like giving donations to those with cancer, for instance, to those who need money for treatment. While everyone can use social media to assist others in finance, it is also the simplest and fastest way to advance any worthwhile cause.

Mental Health

Social media serves as an excellent stress reliever. Several groups can support people battling against stress, depression, and loneliness. By creating a feeling of elation, these communities can bestow a brighter attitude while also helping develop healthy relationships with others, thus enhancing mental health.

Advantages of Social Media for Business

Brand Reputation

Social media improves company relationships by fostering goodwill among users; its promotion increases sales, which in turn increases profitability. The comments and feedback left by customers are a fantastic resource for businesses. Due to the user likes garnered, companies can experience enhanced popularity and a boost in revenue.

Brand Awareness

Networking platforms contribute to greater brand recognition. Visually appealing products and information capture users' attention, which increases brand visibility and raises customer knowledge about certain goods and services.

Customer Interaction



Social media enhances customer engagement by providing goods and services and soliciting comments on them. Users from across communities leave various feedback and suggestions, which can assist in improving areas of focus and satisfy them.

Promotion

Social media is a great supporter of internet commerce and marketing. Posts and promotions facilitate effective user connections and contribute to the profitability of a business. It fosters user relationships and endorses customer loyalty, which is crucial for any company's expansion.

Disadvantages of Social Media

Affects Social-Emotional Connection

Social media hampers emotional bonds. Everything is conveyed through texts digitally, which can stunt expressions. Ingenuity is lost when people who would ideally visit one another to convey greetings only send text messages instead of hugs.

Decreases Quick-witted Skill

With the decrease in real face-to-face conversations and in-person chats, quick-wittedness is rare. Sense of humor and sporty tête-à-têtes have been compromised – the sense of love, friendship, fun, and enjoyment have all disappeared due to the effects of social media on human mental health.

Causing Distress to Someone's Feelings

People who use social media to communicate lack empathy and do not wink an eyelid when they have to hurt someone. The latest trolls, negative comments, and feedback are all witnesses to the hard-heartedness that has evolved due to the invisible nature of social media.

Present Physically Not Mentally

Spending time with each other is about being 'present' and in the moment. As friends and family gather, create memories by speaking to one another about times past, present and future. Unfortunately, today with social media being made available on the mobile phone, people spend time with each other 'scrolling' through posts.

Lacking Understanding and Thoughtfulness

Feelings are conveyed through word and voice – but to do this, there is a need to be physically present in front of the other person to communicate feelings effectively. However, social media gives it a different hue when anyone puts them into a text, thus masking the real meaning.



Lack of Quality Family Time

Social media has been the cause of many disrupted relationships simply because families cannot spend quality time with each other. Family time has taken a hit with 'me' and privacy taking precedence (due to the quality of texts that appear on social media).

Cyberbullying

People, particularly children, have been victims of cyberbullying where threats, cons, and other negative activities easily ensnare them. Fake news and rumors spread effortlessly, leading to depression and suicide.

Hacking

The vulnerability of social media has also thrown light on how easy it is to gather a person's data. Privacy settings must be constantly updated and profile locked to avoid such situations.

Distracted Mind

Social media is impulsive. New messages, notifications, and updates are the impetus to constantly checking the phone, resulting in distraction. The individual wastes time even ignoring important work to only look at the menial update.

Facilitates Laziness

Spending hours on the couch glued to our smartphones results in several health problems such as obesity, stress, and high blood pressure. Technology and accompanying social media have led to a rise in laziness among people due to no physical activity or exercise.

Addiction

A serious issue among youth social media addiction has led to disastrous consequences. While checking social media and using the smartphone in moderation is not bad, productive time and energy are wasted due to overuse.

Cheating and Relationship Issues

Individuals are now using social media as a platform for dating and marriage. However, chances are that the information provided on the profile is false, eventually leading to a toxic relationship or even divorce.

The Bottom Line

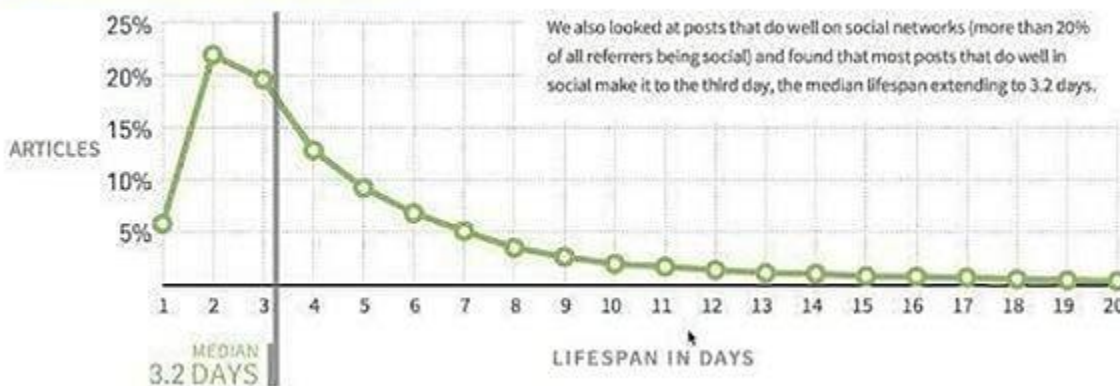
It's been said that information is power. Without a means of distributing information, people cannot harness its power. One positive impact of social media is in the distribution of



information in today's world. Platforms such as Facebook, LinkedIn, Twitter, and others have made it possible to access information at the click of a button.

Research conducted by parse.ly shows that the life expectancy of a story posted on the web is 2.6 days, compared to 3.2 days when a story is shared on social media. That's a difference of 23%, which is significant when you consider that billions of people use the internet daily.

ARTICLES DOING WELL ON SOCIAL MEDIA



The lifespan of an article is different from the active lifespan of a social media post itself. Green Umbrella estimates that a Facebook post has an average lifespan of 6 hours, an Instagram post or LinkedIn post of 48 hours, and a tweet on Twitter a mere 18 minutes. The longer social media users actively access the information, the more discussion it generates and the greater the social media impact. The shorter the active lifespan, the more frequently one must post to that channel to maintain engagement (recognizing that posting too frequently can cause reader burnout).

While the world would be a much slower place without social media, it's caused harm as well as good. However, the positive impact of social media is astronomical and far surpasses the ills associated with sharing.

Ultimately, sharing is about getting people to see and respond to content. As long as the content is still relevant and the need for information still exists, it's always worthwhile for any organization to use social media to keep publishing.



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What is audience analysis?

Audience analysis is the process of studying the interests, location, demographics, web behaviors, social behaviors, preferences, and other characteristics of a group. Usually conducted by entrepreneurs, marketers, and product managers, it enables you to better understand and classify prospects and customers, and make informed decisions.

Thorough audience analysis helps you learn specific characteristics of your target segment — including psychographics, demographics, behavioral indicators, and **sentiment** — to understand exactly what your consumers want. This allows you to enhance your business strategy, **customer experience (CX)**, brand perception, and competitive edge.

For instance, if you are planning to open a food outlet, knowing these characteristics of restaurant-goers at the location is vital. Analyzing your target audience's food preferences will offer your brand key actionable insights for refining the menu and improving advertising and marketing efforts to attract and retain customers.

Types of audience analysis

The more you know your audience, the better you can cater to their interests and needs. So, collecting and studying the right data related to your target segment is essential for your brand. Here are the key types of audience analysis:

Social audience analysis

In social audience analysis, your brand utilizes **audience insights** from social media platforms like Twitter, LinkedIn, and Facebook to gather initial data about users. It reveals the demographics (statistical data that characterizes a group of people) and buying behavior of your social media audience, as well as that of your competitors.

Learn more: 4 ways to maximize social listening and propel your brand with trend analysis

Situational analysis

More relevant for live audiences, situational analysis includes exploring your target segment and categorizing it according to digital presence, demographics, or stages of the marketing funnel. You can learn how seasonal factors or circumstances (e.g., public holidays) influence audience behavior and decision-making.



Branded audience analysis

Branded audience analysis lays a strong emphasis on identifying and learning about the audience of a specific brand (e.g., Apple, Amazon). It allows you to understand the strengths and weaknesses of your own or that of another company in your domain.

Unbranded audience analysis

Unbranded analysis solely focuses on the audience for the type of product and related topics (e.g., burger, pizza, food, etc.). It helps you identify shared interests in a general category, such as technology, entertainment, and fitness.

Learn more: Capturing Insights With (Visual) Social Listening

Competitor audience analysis

Competitor analysis involves spotting and analyzing data of your competitors' audiences. You can get valuable insights into audience demographics, social media influencers they follow, and the kind of content they share — and use this information to run highly-targeted ads for your specific audience.

Demographic audience analysis

In a demographic analysis, you can segregate and study an audience based on demographic information, such as age, gender, ethnicity, profession, socioeconomic status, marital status, and geographical location. It allows you to understand expectations, along with cultural and social context, affecting consumer behavior and how your brand can be perceived.

For example, what you and your brand might consider funny can come across as offensive and insensitive to your audience belonging to a particular race or country.

Psychographic audience analysis

A psychographic analysis enables you to classify and analyze data based on audience attitudes, beliefs, preferences, concerns, values, etc. It helps you understand your target segment's buying behavior and touchpoints throughout the **customer journey**, which brands can capitalize on to optimize campaigns and advertisements.

What is included in an audience analysis?

Structuring, collecting, and examining audience data can become a lot easier if you know what to monitor. To carry out an impactful audience analysis, you should integrate the following metrics:



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Demographics

As some of the most popular metrics, demographic factors such as age, gender, and nationality are an excellent place to start when gathering information. They allow you to categorize people based on more consistent characteristics. Knowing demographics enables you to make smarter business decisions.

For example, imagine you are a teen clothing fashion brand. It is safe to assume that the average teenager is more active on Instagram and TikTok than on LinkedIn. Hence, it would make sense for you to review your **content marketing strategy** accordingly to maximize the return on investment (ROI).

Psychographics

Instead of quantitative analysis, psychographic information classifies your target audience's sentiments toward a product, service, or subject. Also known as interest, activities, and opinions (IAO), it takes into account how individuals' values and beliefs influence their choices.

For example, a psychographic analysis would determine why social media is unpopular within the 50-64 age group. Here are a few standard methods to do psychographic studies:

- Oral interviews and discussions
- Written surveys
- Focus groups
- Passive observation

Usage patterns

Usage patterns include how people interact with certain products or services and behave when exposed to a certain situation. Monitoring these patterns allows the marketing department to understand the context behind psychographic inferences and granular demographic data.

For example, you may be examining how people use the web and categorizing them into one of the following groups: 'simply interactors,' 'passive shoppers,' or 'active shoppers.' All three categories contribute a vital piece of information to your audience analysis and assist your marketing team in better segmenting and targeting potential customers.

Learn more: 4 ways social listening reports unlock the business value of customer experience

Prior knowledge



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Understanding your audience's knowledge, including preconceived interpretations and perceptions of a service, product, industry, etc., helps conduct an effective audience analysis. This information is usually either positive or negative.

Consider the following example: let's say a 20-year-old student was accustomed to using Google Docs to complete school coursework. Five years down the line, after they've graduated school, Google launched a widget that complemented Google Docs. Since they are so comfortable and familiar with Google Workspace, they would likely be more interested in trying out the new widget than someone who has never used that product.

Who should conduct an audience analysis?

Brands see marketing opportunities as a window into the future. To conduct an audience analysis, you should have a dedicated, experienced team consisting of:

- Brand managers
- Social media managers
- Marketing managers
- Product managers
- Data analysts
- Research analysts

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UNIT - IV

What is social media management?

Social media management is the ongoing process of creating and scheduling content designed to grow and nurture an audience across **social media platforms**. This includes, but is not limited to:

- Social media content strategy
- Online reputation management
- Community management and programming
- Paid social media strategy and execution
- Team member management and development

What is social media management?

Social media management is the ongoing process of creating and scheduling content designed to grow and nurture an audience across social media platforms.

sproutsocial.com/insights **sproutsocial**

The **benefits of social media management** go far beyond raising brand awareness and staying current on the latest internet trends. The channel is key to building more personal connections



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with target audiences at scale. The rapport developed on social can build brand trust, affinity and best of all, loyalty.

The evolution of social media management

The definition of social media management is anything but fixed. Platforms and trends are constantly changing, meaning the responsibilities that go into managing a brand account are always changing as well.

For example, in less than a few years we've seen the creator economy completely transform how we post on social. The rise of social messaging has brought conversations from public to private, creating more personal connections between people and the brands they love. Social commerce has revolutionized how business leaders perceive the channel, taking it from awareness-focused to a full-funnel experience.

These developments prove one thing: social is driving how consumers interact with businesses, making social media roles business critical.

The role of a social media manager

Social media managers are responsible for developing the strategies that maintain and grow a social presence, on top of administrative and team development tasks. Any given day might involve content creation, campaign strategies, career planning, analytics reporting—the list goes on.

Being successful in such a fluid role requires a unique set of skills, including but not limited to:

- Adaptability
- Organization
- Creativity
- Curiosity
- Critical thinking

Combined, these talents help social media professionals manage the evolving needs of this business-critical channel.

How to manage social media profiles

It is both an art and a science to **manage social media accounts**. Your data can give you a good idea of how to spend your resources—in terms of both money and time—but social moves quickly. The platform delivering results today might take a dip tomorrow.



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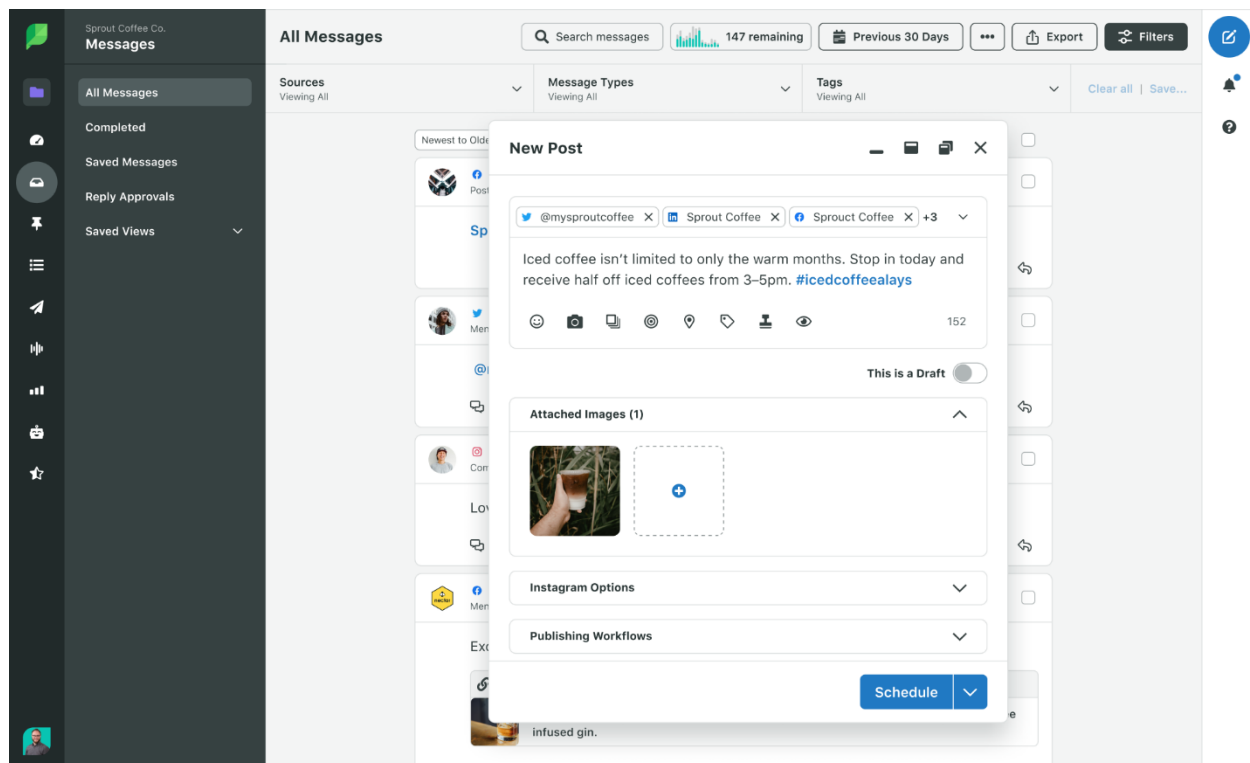
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Diversifying your network strategy is a reliable way to ensure that you're ready for whatever challenges are thrown at you. An algorithm update on one platform is less of a shock to the system if you have a well-maintained presence across the social landscape.

This is where a social media management tool becomes a must-have. Posting natively (requiring logging into each social network individually in order to post) across social media profiles is a huge time commitment. Factor in engagement and monitoring, and it becomes more than a full-time job.

Tools like Sprout help businesses **scale social operations sustainably**. Publishing workflows support customization by network while minimizing risk. After all, managing quality control is much harder when your team is running social natively.



These features automate and complement existing processes so you can get out of the weeds and into the bigger picture.

Finding your brand's target audience on social

The key to creating impactful content is identifying your target audience. These are the people that sit within your brand's total addressable market. Zeroing in on these individuals will allow you to create more effective messaging across your social media profiles.



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To better find and appeal to your brand's **target audience**, ask the following questions:

- Who is your current audience?
- What kind of information are they looking for and why?
- Where do they go for this information?
- What topics and cultural moments interest them?
- Which brands do they trust, and what can you learn from them?

The answers to these prompts will inform your approach to social—what platforms you're present on, how your brand sounds online, what trends appeal to your audience and how you connect with customers.

Getting to know your audience is not a one-time-only practice. Asking yourself and your team these questions on a routine basis can keep everyone in a customer-first mindset.

Social media content creation

Content creation is a fundamental aspect of social media management. People may log on to their favorite social networks to connect with friends and family, but **more than one-third (36.3%) stay to fill time.**

You can use these spare moments to create lasting connections with your audience, but the competition is stiff. On social, you're not only up against direct competitors, but other elements vying for attention on these platforms. Marketers need to account for other sources of content, like media outlets, publications and creators.

To stand out, you need to know what people want.

Is your audience looking for entertainment? Commentary on trending topics? A community? Tips and tricks? There are a lot of different reasons consumers turn to brands on social. Finding out where you fit can help your business maintain relevance in an always-on social landscape.

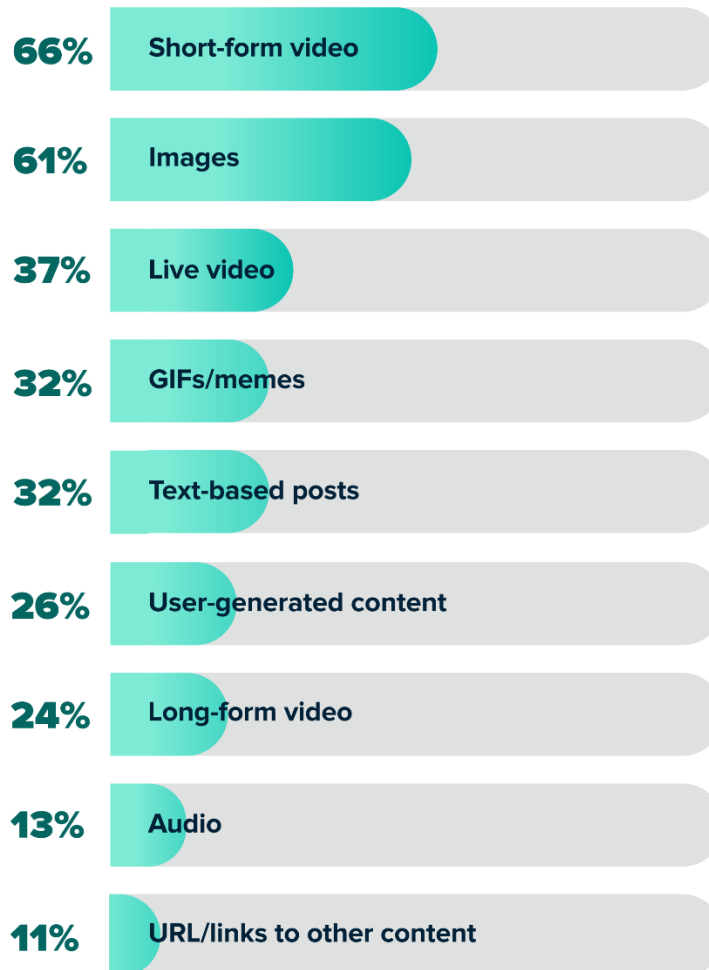
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The most engaging types of in-feed social content





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When it comes to formats, the most engaging type of in-feed social content is short-form video. It gained popularity thanks to the meteoric rise of **TikTok** and has now spread to every major social platform in some way or another.

Short-form video is a powerful way to capture your audience's attention without requiring a major time commitment on their end. However, a diversified social media marketing strategy makes use of all types of content. This may seem overwhelming, but it's actually an opportunity in disguise.

You can use a single live video stream to create dozens of short-form video clips, GIFs, text posts and more. At Sprout, we use our **See Social Differently** podcast to inform posts across networks like Instagram, Twitter, LinkedIn and TikTok.

Team member management

Data from **The Sprout Social Index™ 2022** shows that more than three-fourths (88%) of marketers anticipate expanding their team over the next two years.



This type of growth can be an amazing opportunity, but it does come with a learning curve. Developing your team's talent also means committing to your ongoing development.



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Here are four skills to work on as you build out your **social media team**:

- **Reporting and analytics:** As you move into a people management position, you'll find yourself having to speak on behalf of your team's efforts more often. Understanding how to gather and synthesize data is key to explaining the impact of your social media management strategy.
- **Time management:** This one is especially critical in hybrid or **remote work**. Stand-ups, one-on-ones, project kickoffs and all the other meetings that need to happen to execute a strategy can quickly eat away at your calendar. Protect your time by scheduling designated focus hours and conducting regular meeting audits.
- **Feedback:** Being able to give and receive constructive feedback is more than a skill. It's a superpower. **The majority of HR leaders (89%)** agree that ongoing peer feedback is the secret to better business outcomes.
- **Empathy:** Most social media professionals have to stay online through brand crises, world tragedies and times of uncertainty. Don't wait until someone is **battling burnout** to start taking preventative measures. Advocate for your team by keeping mental health at the forefront of your conversations during the good times and the bad.

Reputation management

Have you ever thought about buying from a company only to find out they have poor online reviews? Did you follow through on that purchase? If you didn't, you're not alone.

According to a **study from BrightLocal**, just 3% of shoppers say they would consider using a business with an average rating of two or fewer stars.

Social media reputation management is a critical yet often overlooked aspect of social media management. While it may not fall under a social professional's core responsibilities, it's vital to the success of all businesses.

If you're new to online reputation management, here are three rules that can guide your strategy:

1. Ask for reviews with tact

You don't have to wait for reviews to roll in on their own. Sometimes, you just need to ask.



Reach out to fans and power users to see if they'd be interested in sharing their experiences with your product or services. Be sure to make the process as easy as possible. Providing a specific prompt or template can increase customer follow-through.

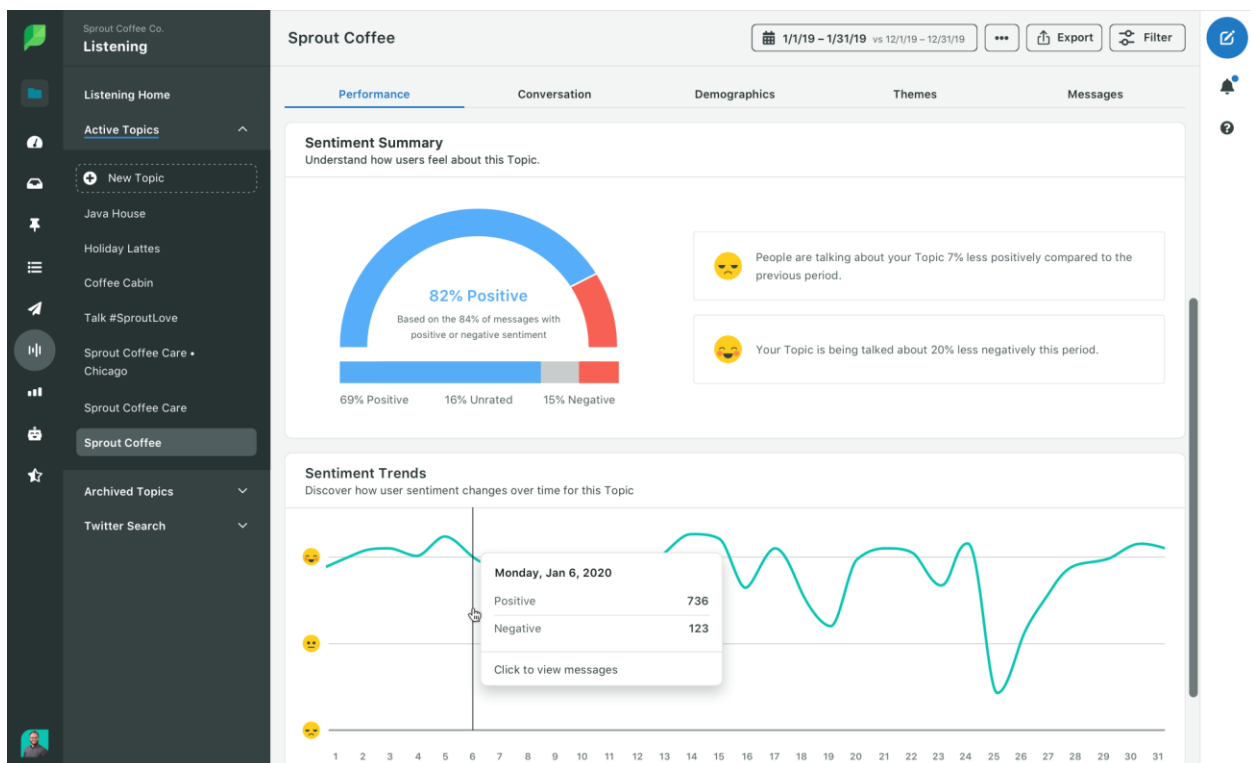
2. Respond to both the good and the bad

That same BrightLocal survey found that more than half of consumers are unlikely to use businesses that don't respond to reviews.

Responding to negative reviews can be difficult but it's also a powerful way to let consumers know that you hear and respect their feedback.

3. Be proactive about risk management

Feedback won't always come through direct channels. People often will talk about your business on their personal profiles without tagging or mentioning your brand account.



A social listening strategy can help you stay on top of the many conversations surrounding your business and industry. Use a **social listening tool (like Sprout's!)** to support an opportunity-driven brand reputation management strategy that helps you create lasting connections with your audience.



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Social media management and scheduling tools

Managing an active social media presence with native publishing tools was challenging five years ago. Today, it's virtually impossible to do alone.

Between sharing content, responding to consumers and managing paid initiatives, social media calendars are more jam-packed than ever. Businesses must invest in social media management and scheduling tools to keep up with the demands of a modern social media strategy.

These tools can do more than save time. The benefits of a social media management tool include the following:

- Increased brand awareness with optimized post times for improved performance.
- Better engagement by consolidating inbound messages into a single location for faster response times.
- Improved analytics that provide a more holistic view into the overall performance of your social strategy.

Adopting a social media management tool can enrich your entire **marketing tech stack**, making it easier to connect the dots on social's impact across your organization.

Managing a social media calendar

Your **social media content strategy** outlines the overarching themes that inform your publishing schedule and how it relates to business goals. Your **social media content calendar** provides a more granular look at what you're posting and when across platforms.

In an ideal state, your content calendar can support organization and brainstorming. A bird's eye view of your upcoming social media posts can help determine if you're hitting the **content mix** outlined in your strategy.

For example, say recruiting top talent is a high priority for your business. A look at your social media content calendar can tell you whether or not you have enough employer brand posts scheduled over the next week or month.

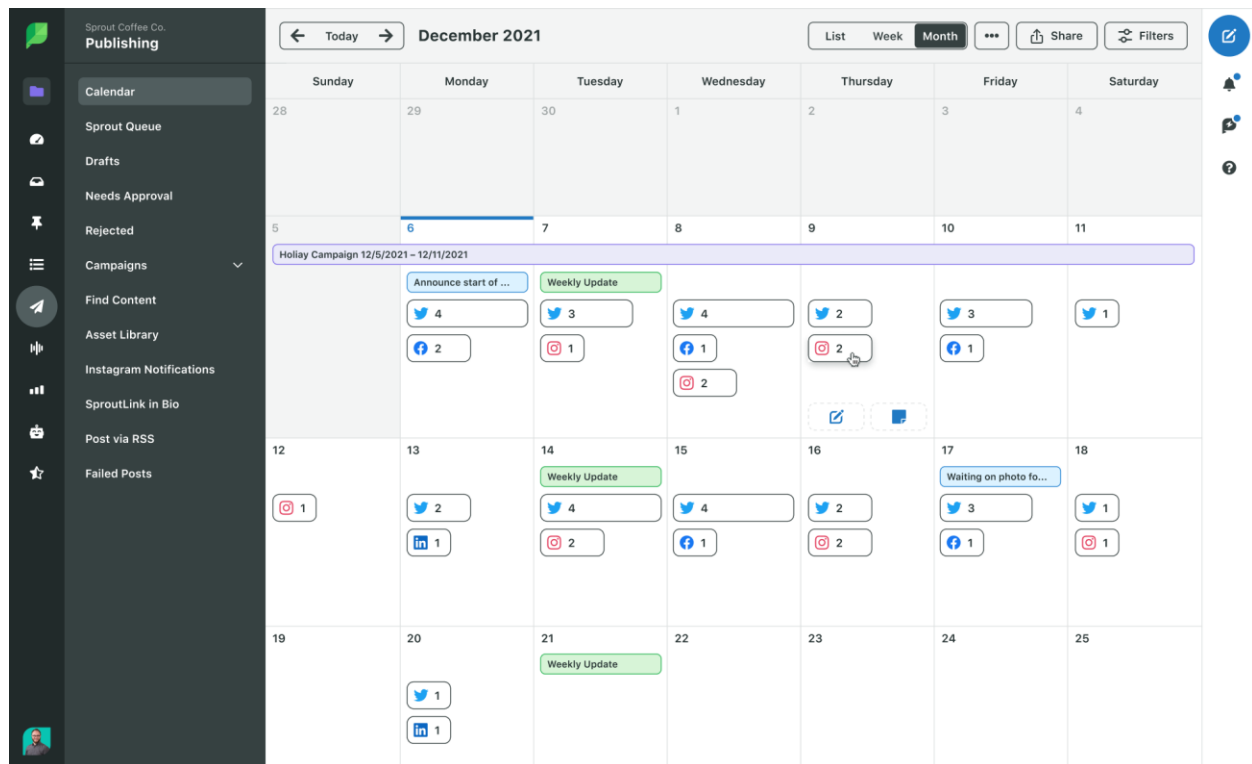


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This visibility will make it easier to identify which content themes need more attention. Pro tip: if you're using Sprout, you can use the **Calendar Notes** feature to keep track of potential content ideas.

Paid social media ads

If you're weighing the merits of relying on **organic vs. paid social media**, don't worry—there's no need to choose.

Your organic efforts support long-term relationships with your followers. Your **social media advertising** strategy, on the other hand, will help you reach new audiences quickly and reliably through targeting.

Managing your organic and paid efforts together can keep a brand top of mind with existing and prospective customers. If you can manage them within the same tool, that's even better.

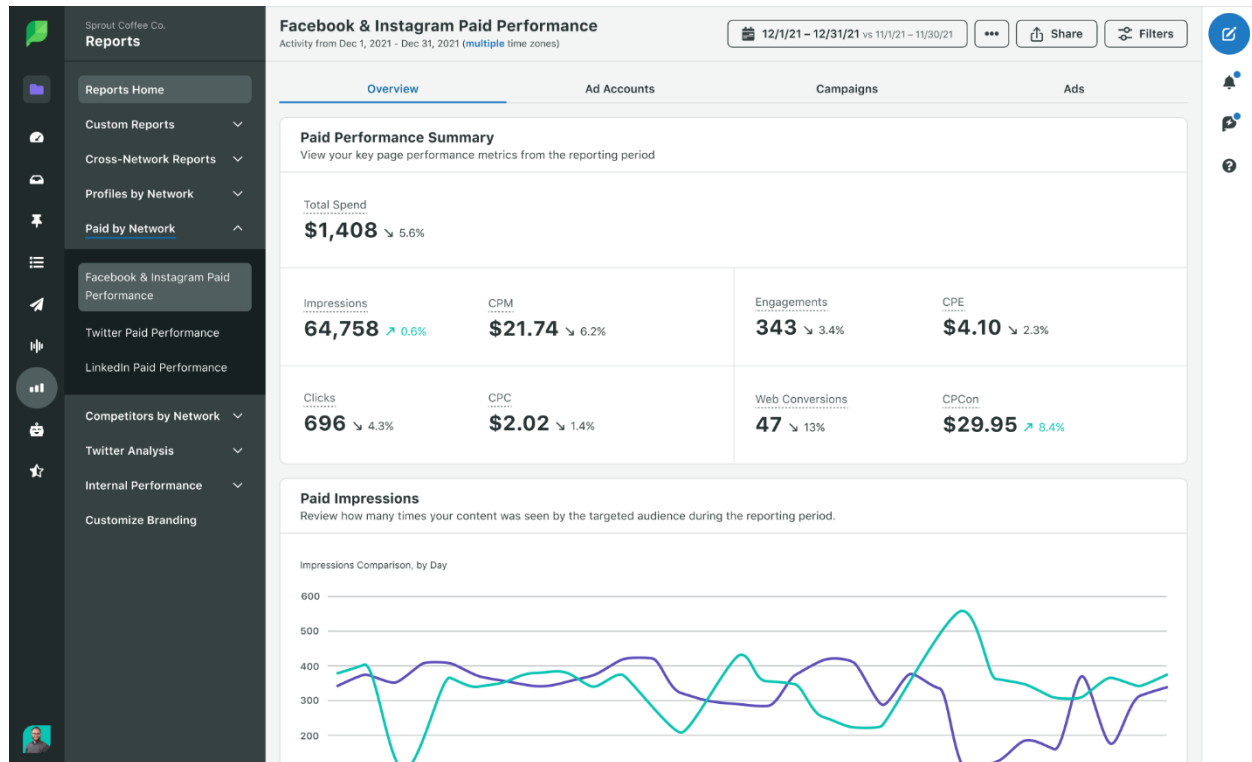


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For example, Sprout supports in platform **paid social promotion** and reporting so marketers can keep their finger on the pulse of their performance. That way, you can ensure money is being spent effectively and make any necessary adjustments if it's not.

Social media community management

Online communities have been around for a while, but they've never been more important than they are today.

Take **Canva's** Facebook group for instance. Canva Design Circle is home to more than 250,000 members seeking peer-to-peer design advice.



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Discussion About

Welcome to Canva Design Circle

Group by Canva

Canva Design Circle
Private group · 258.2K members

Join group

Community home

About this group

Welcome to the Canva Design Circle, an OFFICIAL group by Canva. This group welcomes everyone who loves anything and everything Canva.

Learn how to make the most out of Canva, and get the latest updates, tips, and insights straight from the Canva team! This community is also a place for you to discuss anything design-related, so feel free to share your Canva tips and tricks, or share your designs for feedback!

We'd love to know more about you -- for your first post, tell us a little about yourself. :) Welcome to the Design Circle and happy designing! [See less](#)

- Private**
Only members can see who's in the group and what they post.
- Visible**
Anyone can find this group.
- General**
- Group apps**
3 apps added by admins. [See more](#)
- History**
Group created on April 17, 2016. Name last changed on September 19, 2019. [See more](#)

The conversations happening within the group might not always be product-focused—they don't have to be. Posts that aren't product-related still provide their team with an invaluable look into the needs of their audience.

Thanks to the rise of communities like these and vertical social networks, more and more people are taking their online interactions behind the walls of private groups. If you want to stay connected to your target audience, the best thing you can do is give them a place to make connections of their own and **build a social community**.

Like Rome, an active social media community can't be built in a day. If you're launching new programming or an entirely new community, take a slow and steady approach.

Start with an invite-only beta program designed for loyal customers and power users to test drive your strategy. Once you're in a groove, you can expand to a larger audience.

Additional social media management resources

If you're looking for more resources on social media management, we've gathered additional reads below that can be found throughout our site.

- **Sprout's social media management software**
- **Social media management tools**
- **Social media management costs**



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- **Celebrity social media management**
- **Social media analytics & reporting guide**
- **Social media manager vs. community manager**

Navigate the changing world of social media management with confidence

Social media provides businesses with the insights and intelligence needed to understand where they fit in today's cultural landscape. A strong social media management strategy does more than just maintain an online presence. It can help a brand gain relevance, earn fans and future-proof itself for years to come.

When you take native publishing out of the equation, you open your team up to a world of possibilities. Sprout's intuitive **social media publishing** tools minimize manual efforts so you can focus on strengthening your strategy and connecting with your customers.

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