*cloud- based collaboration tools*

The web-based collaboration tools are useful in the industry, the reason for this is that this will allow team collaboration to become more effective and efficient, which will result in a decrease of cost; which includes financial cost as well an increase in free time. Using this type of tool is easy to use and allows videos and documents to be easily shared throughout the company and stored in each company computer allowing the company easy access to any file that’s been shared. This is great way the film industry can collaborate with their team members and become more efficient in communicating. Using emails is time consuming and in efficient because the response time may not be as speedy as the cloud-based approach.

*Content management system (CMS)*

The content management system is a system were digital information can be published, edited or traced this includes anything that can be digitalized such as documents, videos or audio. This tool is helpful in the film industry because group members could collaborate in accomplishing a specific goal or task. This will help since individuals only get access to a specific section, changes can be made without needing to go with someone with a higher authority. For example, a great content management system is Share Point. Besides having access to document or videos there are other useful tools such as a discussion board as well as to-do list and alerts. This will be helpful in the film industry in corporate offices to be more organized and helpful in the film production since edits or changed can be easily made when needed

*Social media*

Social media is a great tool to communicate with the target market. In the film industry social media is used to communicate and create awareness of new arrivals and promote ongoing films. The film industry uses this tool to anticipate their success in a film by the comments that are left from fans and how many times there post have been shared or tagged to other audiences. Another important tool that is used is the hashtags, With the demographic being allover the place in the usage of social media, the film industry can easily target there market efficiently by using hashtags to isolate an age group or a specific audience and target there market more effectively

*Downside of social media*

Using social media can create problems to the film industry if nor handled with caution. For instance, the audience using social media ranges from a younger generation to a much older generation, therefore if some content has age-restricted material it is important to mention that before anything is posted to inform the audience and avoid issues. It is important that the company’s page is monitored correctly so unappropriated or unrelated messages won’t be accidently sent since this can become detrimental to the company’s image since word of the incident spreads quickly and eventually could go viral. Negative comments will be posted about the company, the CEO or other members which it is important in being professional and no lashing out. If in incident does occur, then it is important to respond quickly by having great lawyers and monitoring social media and being responsive.

By looking into different forms of communication systems we were able to conclude why social media has both positive and negatives effects