

ASSIGNMENT INFORMATION SECURITY

Done By

Aaina .N.R.R.

22BCM009

BSc Computer Science - A

Importance of Social Media Awareness

Social Media is an important part of today's world. It helps people stay connected and share ideas, thoughts, and opinions with others in a safe and secure environment. It can also be used to promote businesses, organizations, and causes, as well as to stay informed about current events and trends. Additionally, social media can help build relationships with others, allowing us to interact with people from around the world and build meaningful connections. Finally, it can be used as a platform for self-expression, giving us the opportunity to express ourselves creatively and share our thoughts and experiences with others.

Benefits of Social Media for Businesses.

Brand Visibility: Social media platforms enable businesses to reach a wide audience, enhancing brand visibility and recognition.

Customer Engagement: Direct interaction with customers through comments, messages, posts allows businesses to build relationships and address concerns promptly.

Targeted Advertising: Social media platforms offer sophisticated targeting options, helping businesses reach specific demographics.

Market Research: Businesses can gather valuable insights about market trends, customer preferences, and competitors through Social Media.

Community Building: Social media facilitates the creation of a community around a brand, fostering a sense of belonging among customers and enhancing brand loyalty.

Social Media Awareness

It is good practice to be aware of what you are putting on your social media accounts, as well as when you are talking to. When you post a comment, status, picture online or like and follow a page, this information is often available for anyone and everyone to see and can be hard for you to control or delete, especially once it has been shared by someone else.

Employers will often look through applicants' social media presence. There is lots of advice online to help you make the best use of your social media or you can use our checklist as a guide.

Soual Media Do's

- * Select the highest privacy settings for all social media accounts.
- * Enter your name unto Google and check the search results.
- * Remove pictures or posts that may discourage a potential employer.
- * Build up a positive online presence and show an interest in your chosen career.

Social Media Don'ts

- * Don't use offensive language on social media.
- * Don't post negative comments about any employer, job or colleague.
- * Don't announce your new job on social media until the company have cleared it.