

A BRIEF DISCUSSION ABOUT SOCIAL MEDIA

Social media is the content created by users. Tim Berners-Lee defined it as more than a browsing medium, it is a collaboration of people who share ideas and opinion. A good example is Twitter, a free social networking micro blogging service that allows registered members to broadcast short post and follow called tweets. Facebook, Google Plus, on the other hand, allows users to post ideas, picture, videos, and will let anyone from user's friends comment, share, like post. Social media creates the potential market and an avenue to make an impression about the business thereby building credibility, brand, image, and reputation. The number of users of social networking sites makes it attractive to marketers and organization alike to venture to social media. Facebook, for example, has about 2 billion users across the globe. An ad on such large website can reach out to a massive audience at relatively low costs making it at the forefront of business decision making.

The 15 Biggest Social Media Sites and Apps in 2024



Advantages of Social Media

Learn about the audience -> Keep up-to-date with what people are doing and what is happening in their lives.

Target audiences more effectively -> Connections are usually made with others who share same interests.

Cost is lower Lower ->cost compared to newspaper, magazines, radio and TV.

Receive instant feedback from consumers' perspective ->Quick, honest, and detailed feedback from the consumers .

Personalizes engagement with consumers-> Allows deeper engagements with consumers and personalized customer service.

Creates corporate identity-> Builds organizations' credibility, brand, image, and reputation. Creating and presenting business organizations' identity.

Improve market intelligence -> Keep track of organizations' competitive position providing vital market information and statistics around an industry as a whole.

Speeds up innovation and development of new products ->Fosters exchange of knowledge and expertise thus speeding up innovation and development of new products based on the feedback of suggestions and recommendation of consumers.

Increase visibility in the internet ->Increase website traffic and search ranking.

Facilitate hiring and recruitment ->Effectively can be used to recruit new talent.

Easier and faster communication ->Improves communication between business organizations and consumers.

Disadvantages of Social Media:

- 1 Updating social media accounts takes time and effort.
- 2 Social media is not completely free.
- 3 Information is only visible for a short time before newer posts replace it.
- 4 Reduce face to face communication
- 5 Social media marketing makes you lose control

Risks of Digital Marketing in Social Media

- 1 Negative comments
- 2 Viruses and malware
- 3 Brand hijacking
- 4 Lack of control over corporate content
- 5 Unrealistic customer expectations
- 6 Non-compliance with record management regulations

CONCLUSION

This tiny study addresses the factors and prime factors, advantages and disadvantages of Social Media that influence business people to select Social Media in their business development and performance. Due to time constraints, interview mail forms are not yet completed but through observation and detailed literature survey reveals that most of the companies are using a combination of traditional and social media to find out to their customers. It has been seen that use of social media application and tools has helped companies to make more branding of their products and reach their brands to more customers and to satisfy their needs better. Companies have seen an enhancement in their brand awareness and brand image by use of social media. There are many advantages but few disadvantages based on these studies but Companies can use the social media better by making their

message clear, avoiding chaos and ensuring that their online image matches with their brand image. Marketers consider social media, a space many of their consumers, as a gold mine for brand and business development and building .