**Impact of social media**

Write a report that explores how social media has an impact on how businesses raise their profile and promote their products / services.

Nowadays there are lots of social medias that can be used to upload images or videos, talk to your friends and family, or even just talk about random topics you are interested in, and on these there are a lot of advertisements for organisations that are (usually) relevant to you and will be about things that you will be interested in buying or engaging with.

The mainstream social media platforms are Facebook, Twitter, Instagram, Snapchat and YouTube. I will explain a little bit about each of these platforms to you.

YouTube can be accessed from devices with Internet connectivity. Users can create a customized profile called a ‘channel’ where they upload videos that can be set to ‘public’ which means that anyone can see them, ‘private’ which means that only they can see them and ‘unlisted’ which means that people can only see them if they have the link to the video. It is different from the other social medias (it doesn’t let you post pictures or status updates but you can do videos for this purpose anyway like vlogs) as its purpose is solely to upload and watch videos of all genres that can range from 1 second to 24 hours or even livestreams. Companies can advertise their products on advertisements that show up on videos or pictures on the side of the videos like popups, they can also directly sponsor famous youtubers and pay them to talk about their products, an example of a company that does this is ‘Lootcrate’. Their crates are full of gamer related content from custom controller skins to plushie toys of famous game characters. Lootcrate sponsors youtubers that are involved in gaming or tech content such as PewDiePie or LinusTechTips. This ensures that the people who see the videos, and in turn see the sponsorship will know about it and they may buy it as it interests them and they may have seen the youtuber use the product. They will want it because it relates to them or just because its something that can help out their favourite youtuber such as a coupon code that will save them money and also give more money to the youtuber every time someone uses it.

Facebook can be accessed from devices with Internet connectivity. Users can create a customized profile revealing information about themselves. They can post text, photos and media which is shared with any other users that have agreed to be their friend or anyone if they are not set to private (you should do this). A way to advertise is by using these media such as a picture or video of your product with a quick and informative description and a link to your website or a page with more data. You could also use video poll ads which incorporates an interactive component with video polls and let the users interact with and vote on one of the options that interest them, for example choosing option ‘A’ instead of ‘B’ or ‘C’. You can also use carousel ads which use up to 10 videos or images to show your product, you can use this format to highlight different benefits of a number of different products, or use all the photos together to create one big panorama image. Users can also use various embedded apps, join common-interest groups, and receive notifications of their friends’ activities. Companies can advertise their products on the right-hand side of the screen.

Instagram allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed. Ads on Instagram can pe picture or video ones which are just a regular post on a company account about the product or service. There are also story ads which disappear in 24 hours. There are also IGTV ads which are chosen by Instagram and sponsored ads by people who have paid Instagram to show their ads to everyone.

Snapchat is used to send pictures and messages that are usually only available for a short time before they become inaccessible to their recipients. The app has evolved from originally focusing on person-to-person photo sharing to presently featuring users' "Stories" of 24 hours of chronological content, along with "Discover", letting brands show ad-supported short-form content. Snapchat has become notable for representing a new, mobile-first direction for social media, and places significant emphasis on users interacting with virtual stickers and augmented reality objects.

Adverts on snapchat can be articles, videos or pictures.

Articles can be on pretty much any subject but are mainly used for the news channels like ‘brother’ and ‘foodie’.

Twitter is a microblogging and social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled to 280. You can advertise on this through promoted tweets, promoted accounts or promoted trends. These are all shown to you if they are of any relevance such as adverts for installing apps if you play games linked to your twitter account and such. Or you could have an account dedicated to your business and send tweets to your loyal followers who will be interested in your services.

I personally think that YouTube and Facebook are the best for advertisements as YouTube will be much more interactive and have a much broader audience than the others whereas Facebook will have a more mature audience and the ads are mostly going to be related to their search history so they will only see things that the would see as relevant or useful.