**Mohammed Mahin Ibnay Mamun - 346584**

**Task 1 - Business application social media**

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| **Social media Website:** | **Key features and structure:** | **Target Audience:** |
| Facebook | * A website established in 2004 called Facebook has been around for a long time. * Friendship requests allow members to communicate with each other in real life, and this allows them to see each other's accounts. * People have their own personal pages that they can set to be public or private. * Video and image uploads are also possible. Users can share images with each other. * Furthermore, Facebook offers a unique marketplace in which people can sell their products. Things such as furniture, home decoration, clothes, and other items can be sold. | * Those who are interested in seeing what their friends are up to. * It is designed for individuals who want to chat with their friends on Facebook Messenger. * People who are looking to make new friends |
| Instagram | * Instagram was founded in 2006, a few years after Facebook. * It is possible to create a bio that tells others about you. * Uploading images to a profile allows others to see them or making them private allows users to keep them private. * The user can add a post that lasts 24 hours to their story. * Comments and likes can be left on posts by other users | * Those who are interested in seeing what others are doing. * It is possible to chat with others. * Those who are looking to make new friends |
| Twitter | * Twitter also dates back to 2006 when it was created. Using the profile feature, each user can upload short texts, photos, and videos. * To see a tweet from another twitter user, you must follow them. * The following users can send messages to each other. * #Hashtags are used to feature tweets on Twitter | * This is a platform that creators sometimes use for other social media and platforms. * Businesses and campaigns rely on Twitter for marketing strategy. * Additionally, users can see what their friends are doing |
| YouTube | * You Tube gained a peak in popularity around 2011 as one of the oldest social media sites. Subscribing to others' YouTube channels creates a recommendation section for viewers. * Besides adding comments, users can also like or dislike videos or share them. * In addition, you can also create a channel on which to upload your videos so that the world can see them. | * From as young as 6 years old, YouTube offers a vast range of targets, because they find videos to be helpful for learning. * Additionally, high school and college students can benefit from many study and revision videos. * YouTube is a suitable platform for university students to watch lectures. * A group of people seeking entertainment. |

**Interacting with Customers:**

**How do businesses use social media to interact with customers and promote products/services to their specific target audience?**

It is possible for businesses to promote existing products or new products through social media. When a company promotes their product on the social media platform of their target audience, If the most people are interested in your product, there is a greater chance of people buying it. Entrepreneurial companies can promote themselves to potential new employees as well as to promote their products.

Also, businesses can use Facebook, Twitter, and other social media platforms to receive customer feedback, especially when the product is not working right. If the product is not working right, clients can ask for help on social media to the business, where the company will reply. Users can also receive information from businesses on social media by commenting on a post highlighting a change made to one of their products

**How can Organisations use social media?**

Businesses can use social media to promote their products and services by making accounts or posting comments. There is no charge for setting up an account or posting a comment on social media. An advertisement may not draw as many customers and costs more than a social media post. As a small business, you could build a brand and become recognizable without having to spend a lot of money on advertising through social media.

Social media can be used by companies to communicate with customers. For example, if a customer has an issue with a product, the company can take action to resolve the issue directly via social media or reply to the customer's public comment. Companies can post information or updates for their customers using Facebook posts, where they can be seen by a large audience, suppose a webpage server needs to be shut down for maintenance. The company could tweet or post on Instagram.

Besides replying to the company's post or mentioning them in another post, potential customers can also ask questions about the company or its products online that are not easily found. A company can benefit from social media not only for its customers but also for its employees.

**Features of social media websites tailored to organisational needs:**

Advertising can be included in social media websites tailored to meet organisational needs. Social media can be used by organizations to advertise their products. In the case of a website platform that is being advertised, support for mobile devices is essential because many users do not have a desktop or laptop PC (Personal Computer), so even if they have a PC, they will use their mobile device mostly.

Search engines should also be integrated well with a company's social media website. The presence of features like start ratings, number ratings, and descriptions is crucial when a company is trying to get people to view their product. However, the most important part of the list is priority. The closer the link is to the result, the more traffic that link will receive.

Furthermore, a company needs to know the type of users it will attract, for example a platform like Facebook may attract older people, while a platform like Instagram can attract young people. Keeping this in mind will help them know who they are trying to reach.

**Social media and organisation website:**

**Content Format:**

Organisations need to continuously update their content or advertisements to attract and keep the most interest. Text posts, advertisements, inspirational posts, promotional posts, and so on are all formats that businesses can use.

**Developing an audience:**

It is important for companies to develop an audience by providing constant content to their consumers. Also, companies can tweet at each other and for them to do the same, resulting in both audiences seeing each other's tweets, which benefits both companies.

**Direct and Indirect Advertising:**

Both direct and indirect advertising can be used to promote products. A direct advertisement will usually be a video or text/image posting which will direct customers to buy their products directly, let them know about discounts/deals, etc. A traditional advertisement will tell the customer to buy the products, but an indirect advertisement will be more subtle, and it will not beg the customer to buy those products. In other words, the company makes a standard video that does not tell customers to buy anything. Instead, it shows how their products are made, or how they make them. By doing this, a company creates a positive atmosphere around its brand, which encourages people to purchase their products/services over those of the competitor.

**Development contacts:**

Companies should network with each other regardless of whether they are in the same industry. This leads to more communication which can be beneficial for future projects and campaigns.

**Risk and Issues:**

Advertising and promoting products through social media are a wonderful way to promote products and start businesses. Nonetheless, there are also some risks associated with it which can negatively affect a company or in some cases completely shut it down.

**Time constraints and return on investment:**

It is possible that companies with online access or the ability to customize their products will be more vulnerable to an inrush of people attempting to gain access to their products. People may cancel their purchases due to this delay, which results in a loss of revenue.

**Negative comments:**

The popularity of a controversial topic, either online or in the real world, could result in an increase in traffic to a company's social media profile. However, it may not be positive traffic, but rather highly negative. It is very easy for negative comments to damage a company's reputation and turn away customers.

**Unforeseen consequences:**

There may be times when your business needs to close due to a large negative event that is happening in the world close to your office. For example:

* Earthquake
* Flood
* Hurricane
* Huge fire

**Increased Vulnerability to Cyber Criminals**:

It is possible that criminals who illegally access a company's social media account will have access to a great deal of content if the account has been compromised. The vandals can receive all messages which are sent to and from the company. They may also be able to get all the details of customers. For example:

* Address
* Email
* Password
* Card Detail