WHAT IS SOCIAL MEDIA?

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users connect with social media via a computer, tablet, or smartphone via web-based software.

Social media is also adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

There are more than 3.8 billion social media users around the world. Social media is an ever-changing and ever-evolving field, with new applications coming out almost every year.

Social media allows individuals to keep in touch with friends and extended family. Some people will use various social media applications to network and find career opportunities, connect with people across the globe with like-minded interests, and share their own thoughts, feelings, and insights online.

HOW TO MAXIMIZE SOCIAL

Pandora’s box of additional responsibilities and expenses that would take a toll on their already thinly-stretched resources.

As with any form of marketing, you get what you put in when it comes to social media. But the returns are a lot higher than you might think relative to what you need to do.

These powerful platforms are transforming how businesses interact with customers, advertise, sell goods and services, and operate overall.

Here we’ll explore the importance of a business social media profile to help you put your company in the best position to succeed in today’s landscape.

You can expect to come away with a better understanding of the following:

communities. Businesses use social applications to market and promote their products and track customer concerns.

Business-to-consumer websites include social components, such as comment fields for users. Various tools help businesses track, measure and analyze the attention the company gets from social media, including brand perception and customer insight.

Social media has enormous traction globally. Mobile applications make these platforms easily accessible. Some popular examples of general social media platforms include Twitter, Facebook and LinkedIn.

What are the business applications of social media?

In business, social media is used to market products, promote brands, connect to customers and foster new business. As a communication platform, social media promotes customer feedback and makes it easy for customers to share their experiences with a company. Businesses can respond quickly to positive and negative feedback, address customer problems and maintain or rebuild customer confidence.

Social media is also used for crowdsourcing. That's the practice of using social networking to gather knowledge, goods or services. Companies use crowdsourcing to get ideas from employees, customers and the general public for improving products or developing future products or services.