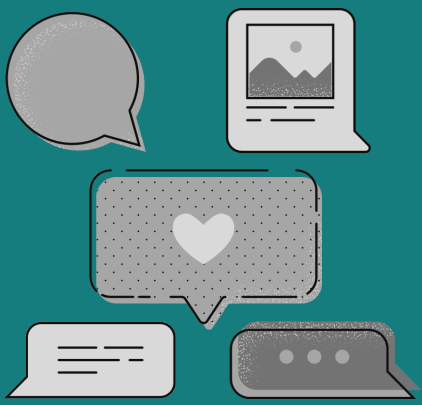
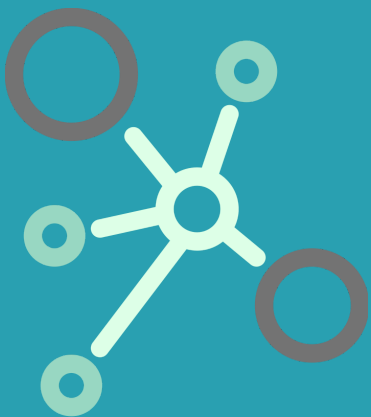


Social Media Network and Interactions



IFCS

Interactions first, channels second - Objectives and social interactions should be set first, then marketers should find channels for those interactions.



Ties and Types of Ties

In social networks, ties represent relationships, connections and links between pairs of nodes. Ties vary on strength and intensity.



Social Hub

It refers to people in networks who have high numbers of connections but are not highly active transmitters of information.



Social Pump

It refers to people in networks who have low numbers of connections but are highly active transmitters of information.



2 Dimensions of Social Interaction

Impact on participants: Strong or weak influence on participants' behavior.

Barriers to activation: ease or difficulty of activating the social tie to make the social interaction occur.



Nodes

In social networks, nodes represent people.