

Digital Connections:
Utilizing Social Media for Competitive Advantage

Jai Vang

April 24, 2002

ENG 2116-10

Professor Intawiwat

Research Report on Social Media

I. Introduction –

- A. “Social media is online communication that allows you to interact with your customers and share information in real time. This can help you reach your customers better, create online networks and sell and promote your products and services. It can be easy to get carried away when using social media for your business. It’s wise to tread carefully and be aware of both the pros and cons before you start.” - Australian Government
- B. In the Journal of Technology Studies titled, “An Assessment of the Use of Social Media in the Industrial Distribution Business-to-Business Market Sector”, by Rod L. Flanigan and Timothy R. Obermier, Millennials who are entering the workforce are more comfortable using the new technology to increase work efficiencies compare with the Baby Boomer generation (Obermier). This implies that the usage of social media for all companies will not end soon and will continue to be utilized for all business purposes.
- C. The usage of social media in businesses can be seen in the areas of attracting the right customers, receive customer feedback, develop customer loyalty, increase revenue through customer networks and advertising, marketing locally and internationally, and recruitment. Some of these popular social media platforms are:
 - a. **Facebook** (roman numeral II below)
 - b. **Twitter** (roman numeral III below)
 - c. **Instagram** (roman numeral IV below)
 - d. **Social media policy** (roman numeral V below)

Thesis Statement: Facebook, Twitter, and LinkedIn have the platforms that can contribute to companies’ needs; however, if companies are not careful, the same platform that could help them

could do harm as well. With that, companies use social media policies to safeguard their reputation and image to attract their customers.

II. Facebook

- A. “Facebook builds technologies that give people the power to connect with friends and family, find communities and grow businesses” - Meta

- a. *About Facebook. (2020). Retrieved 23 April 2022, from <https://about.fb.com/>*

- B. In the article titled, “Facebook for Business: Everything You Need to Know”, Max Freedman mentioned this about using Facebook in your businesses:

Using Facebook for your small business may seem challenging because the platform’s rules and algorithms change frequently. However, with the right strategies, Facebook is one of the best ways to use social media for business. One of Facebook’s biggest strengths is allowing you to target a specific audience through paid campaigns and advertisements. The platform maintains a significant amount of information about its users, which can be advantageous when targeting ads. In addition, creating a Facebook Business Page can be an effective small business marketing tool (Freedom, 2022).

- a. *Freedom, Max, “Facebook for Business: Everything You Need to Know.” Business News Daily, 25 April 2022.*
<https://www.businessnewsdaily.com/7761-facebook-business-guide.html>.

III. Twitter

- A. “Twitter connects you and your business with what’s happening in the world every day” - Twitter

- a. *“Why use Twitter for business? An Introduction to Twitter for business.”*
Business. Retrieved 23 April 2022, from
<https://business.twitter.com/en/basics/intro-twitter-for-business.html#:~:text=Twitter%20connects%20you%20and%20your,Free%20business%20promotion>.

B. Twitter made this statement about their impact on culture:

Businesses come to Twitter to connect to our culture and be what's happening. And because people are in a discovery mindset when they're on Twitter, you're likely to make a lasting impression. Brand involvement in culture is especially important among consumers between the ages of 18 and 35, and those on Twitter vs. the general population are more passionate, informed, and feel more strongly about brands aligning with culture. Your audience is already here, and they're listening. Bring your business on Twitter and connect to our powerful and passionate audience, make an impact, and drive results (Why use Twitter for business? An Introduction to Twitter for business).

- a. *“Why use Twitter for business? An Introduction to Twitter for business.”*
Business. Retrieved 23 April 2022, from
<https://business.twitter.com/en/basics/intro-twitter-for-business.html#:~:text=Twitter%20connects%20you%20and%20your,Free%20business%20promotion>.

IV. Instagram

A. “Instagram plays an important role in shaping the way home-based business craft impactful strategies, as good branding is essential from the beginning to cut through the clutter of many businesses that are available on Instagram.” – Zulkifli Abd. Latiff & Nur Ayuni Safira Safiee

a. *Latiff, Zulkifli Abd. & SafiraSafiee, Nur Ayuni, “New Business Set Up for Branding Strategies on Social Media – Instagram.”, Science Direct, Volume 72, 2015, Pages 13-23, Retrieved April 23, 2022, from <https://www.sciencedirect.com/science/article/pii/S1877050915035619>*

B. Instagram allows businesses to display professional photos, stories, stream live videos, interact with followers, utilize hashtags, and sell products (*Freedman, 2022*).

a. *Freedman, Max (2022). How to Use Instagram for Business. Retrieved 23 April 2022, from <https://www.businessnewsdaily.com/7662-instagram-business-guide.html>*

V. Social media policy

A. Navient social media guidelines are:

- Stay on topic, use common courtesy, and be respectful of others
- Submit your own original content, and avoid posting content that you know or suspect to be false
- Do not post someone else's copyrighted work unless you have permission
- Anything posted to Navient’s Social Media Sites can and may be used for any purpose we deem, including commercial interests
- Never post anything you wish to be kept confidential or expect to be compensated

- Never post personal, identifying, or confidential information such as yours or anyone else's account number, address, phone number, email address, or social security number
- Navient is not responsible for views expressed other than our own
- Navient Social Media Sites are moderated by Navient employees. We will make every effort to respond in a timely manner; however, we cannot guarantee that we'll reply to every comment.

a. Navient, Social Media Policies, Retrieved April 23, 2022, form <https://navient.com/social-media-policies>.

B. “Navient is active on social media to help you navigate the path to financial success”

a. Navient, Social Media Policies, Retrieved April 23, 2022, form <https://navient.com/social-media-policies>.

VI. Conclusion –

A. The usage of social media in businesses can be seen in the areas of attracting the right customers, receive customer feedback, develop customer loyalty, increase revenue through customer networks and advertising, marketing locally and internationally, and recruitment. Some of these popular social media platforms are:

- a. Facebook**
- b. Twitter**
- c. Instagram**

- B. The features these social media platforms hold is used by businesses to promote sales, recruit staffs, connects to what's happening in the world every day, connect to cultures, display professional photos, stories, videos, and sell products. This may all change if businesses fail to use social media the correct way and damage their own reputation and sale. Navient has a social media policy in place that protects their company and clients from falling into this dilemma.
- C. Social media can be used for many great purposes by business; however, if cautions are not taken, a business can easily lose their reputation and decrease in sale through misusages of social media.

Reference

About Facebook. (2020). Retrieved 23 April 2022, from <https://about.fb.com/>

- Flanigan, R., & Obermier, T. (2016). An Assessment of the Use of Social Media in the Industrial Distribution Business-to-Business Market Sector. *The Journal of Technology Studies*, 42(1), 18-29. Retrieved April 23, 2022, from www.jstor.org/stable/90018734
- “Social Media for Business.” Support for Businesses in Australia, <https://business.gov.au/online/social-media-for-business>.
- Freedom, Max, “Facebook for Business: Everything You Need to Know.” *Business News Daily*, 25 April 2022. <https://www.businessnewsdaily.com/7761-facebook-business-guide.html>.
- Freedman, Max (2022). How to Use Instagram for Business. Retrieved 23 April 2022, from <https://www.businessnewsdaily.com/7662-instagram-business-guide.html>
- Navient, Social Media Policies, Retrieved April 23, 2022, form <https://navient.com/social-media-policies>.
- “Why use Twitter for business? An Introduction to Twitter for business.” *Business*. Retrieved 23 April 2022, from <https://business.twitter.com/en/basics/intro-twitter-for-business.html#:~:text=Twitter%20connects%20you%20and%20your,Free%20business%20promotion>.