**Social media**

Social media is a phrase being tossed around a lot lately, but it can be sometimes difficult to answer the question of what really is social media. If Facebook is a social media site and Mag.nolia is a social media site, and Wikipedia is a social media site then just what is social media uh?

A social media is a website that just not only gives you information but it interacts with you while giving you that information, this interaction can be as simple as asking you for your comments, letting you vote on an article or clicking a “like” button to let everyone know you like something. In other words, while regular media is like a one way street where you can read a newspaper or watch the news without the ability to give your thoughts on the matter; social media on the other hand, is a two-way street that gives you the ability to communicate too.

Social media is part of the so called digital society as mention in chapter 5 of our book, It’s a way to improve relationship with the customer and can be implemented with the help of a project manager as learned in chapter 10, Also social media could be consider a threat as mention in chapter 11, for example you could get your Facebook page hacked. As learned in chapter 12 we can consider social media to be a Real-time CRM, and finally a social media page could be consider a virtual organization as seen in chapter 13

Before I start wondering how to use social media to advance my organization, I would try to find out if social media is right for my organization by checking a couple of not good signs: if my organization is still trying to get a handle on basic software infrastructure then my organization is not ready yet, if my target audience are not using social media then there is no point on using social media, if your organization does not have the time to experiment with it then you should not try it until you have the time, if you are not ready to invest in gaining a real understanding of the medium then you should not use social media because it would be suicide to use something you don’t understand

Now if after checking these signs, your organization decides to implement social media, then I would use the following strategy, first I would listen, listen to online content about what is hot and what is not, in this phase I would use RSS feeds and Google alerts with keywords that may interest my organization; second I would engage, by using facebook for interactive listening and to have a two-way conversation, the same way “esurance” has done with its Facebook page, and also by using twitter to get followers, use hashtags, ask questions and reply to posts; Third I would add social content, in this phase I could start adding pictures and YouTube videos that could act as free advertisement, and finally when all the buzz has been generated and people are talking about my organization I would start adding more special offers to followers and I could have them answer surveys that could help obtain customer’s opinions

In conclusion, Social media is just the beginning of something and it can lead us to ways of finding and interacting with customers we never imagined, so you can not dismiss it easily, especially since it is taking us somewhere exciting but we have to work out how we deal with the fading boundaries it has left in its wake and that means rewriting our social rules as we go along. Social media expand the pool of people we have the opportunity to meet to near limitless possibilities, and finally as to leave you with a impressive and funny example of how powerful social media can be just take in consideration that according to an study by Bill Tancer, Social media has overtaken porn as the No. 1 activity in the web.

<http://www.pcworld.com/article/162719/how_social_networking_has_changed_society.html>

<http://dot429.com/articles/2011/04/06/the-power-of-social-media-in-business>