

## Effective use of social media platforms

### **Introduction**

Social media has reported its reach to 4.5 billion people worldwide and it's become part of everybody's day-to-day life with people spending on average two hours a day on Social media. Businesses are massively benefiting from the huge adoption of social media.

The notable ways that these social media platforms have impacted our society are our businesses, job hiring strategies, politics, and education.

The primary advantage businesses are gaining from using such platforms is brand awareness. This awareness has obvious and massive benefits for the business as it potentially draws more customers and improves sales.

Now using social media, companies can start a youtube channel and an instagram account, all these are free ways to get people to see the band and increase the band's awareness.

### **Growing importance of social media**

The growing importance of social media in the digital area is discussed under with reference to specific categories of social platforms, businesses, politics, job hiring, and education.

#### **social platform:-**

Socialising has modernized and has become the fastest mode to connect family members, friends on a real time basis. In an article it is mentioned that in the world there are 7.7 billion people and around 3.3 billion were active social media users. on other hand about one million are new users to some form of social media each day or new user at every 10 seconds.

It has strengthened relationships and it brings the corporate world together in a way that was difficult in the past. facebook, instagram, youtube, twitter are the most widely used social media for businesses.

#### **Politics:-**

Social media has impacted politics in several ways. In recent times, news has enlarged its scope to bring the latest to the updated version of how things need to be presented to the viewers.

The Media has allowed people to express their political grievances to their political leaders and demand for actions to be taken. This medium is also used for mass political rallies, campaigns and to ease out political unrest is most felt.

**Job Hiring:** Social media is the fastest mode of hiring and most widely used channel to connect the person searching for jobs and companies that hire them. It has become a professional medium which connects the job seeker to the fitting job provider. Majorly, companies make their hiring decisions based on the individual's social portfolio. It has also made it easy for job seekers to get access to job posts. This is evident on platforms like LinkedIn, where job seekers can create their profile and can add their skill and achievements and see job opportunities that recruiters are posting.

**Education:** E-learning, because of the COVID-19 pandemic, has seen a significant increase in adoption and has become more prevalent in many educational settings. It has transformed from an emergency response to a potential "new normal" in education. Educational institutions, teachers, students, and parents have had to adapt to virtual learning environments, leveraging technology to facilitate remote instruction and learning.

There may be some challenges associated with e-learning such as technological barriers, the digital divide etc... but it has also presented opportunities for innovations and expanded educational opportunities.

E-learning is continuously evolving with the potential to shape the future of learning and teaching.

### **Role of job portals and social networking sites.**

Social media recruitment refers to staffing or hiring from the social media sites. As we witness an age of social networking sites growing at a rapid rate there are plenty of opportunities that can be gained through it other than networking.

The use of websites such as LinkedIn, Facebook and Twitter for some aspects of recruitment is sometimes referred to as social recruiting.

Websites like Naukri, LinkedIn are taking the lead in the market.

In just a few years, advertisements in newspapers will be forgotten and job fairs are finding stiff competition in social media.

In the coming year SNS sites will soon be an essential part of the hiring process. It is the most cost effective mode of hiring and does not require physical space to operate on their search for target groups. The use of

social media recruitment is that it helps to gain an overall view of the prospective candidates, offers a large search for talent pool and saves time and cost involved in the recruitment process.

#### Adverse impact of social media

Online social platforms are addictive and this has drastically reduced productivity at workplaces.

This impacts negatively on companies as they incur losses.

In some instances, it has made some people — especially the introverts — to rely too much on the virtual world as opposed to the real world.

Cyber bullying is another worrying impact of social media. Results of cyberbullying have seen targets personnel falling into depression and severity in life.

Since information travels faster online, a piece of false information could quickly reach a big number of people and cause great panic among the recipients. There is always a challenge of facing the brunt of bad/negative publicity. A simple typo error can lead to inevitable/controversial topics that highlight a guaranteed dislike towards business operations.

The amount of time spent towards managing a social media account is sky-high, and it would be quite expensive, if outsourced. Although the initial customer outreach could be encouraging, the return from social media investments become less with time.

#### Conclusion

Social media an imminent channel that enables people in share of information, experiences, and perspectives throughout community-oriented websites, is becoming increasingly significant in our online world.

Due to the changing dynamics of the market all over the world, with respect to the accessibility of young audiences toward digitalization, social Media marketing has gradually taken over the place of the traditional approach of marketing. In addition, blogs, which is known as another tool of Social Media marketing have efficaciously generated a burnt to increase the revenues of sales, specifically in terms

of those goods where consumers can be able to go through several reviews then inscribe comments about individual experiences.

In comparison to the traditional methods of marketing, updated methods and technologies for Social Media marketing is more influencing and more effective.

The usefulness of job portals is that it helps to gain an overall view of the prospective candidate, offers a large search for a talent pool and saves time and cost involved in the recruitment process. Social media sites carry with it the distinct advantage of enabling companies to reinvent themselves internally as well as externally. The rapid and proficient use Job portals and social networking sites will enable the company to realize the greatest benefits in terms of recruitment.