Social Media: A Tool of Creation

Dr. Surendra Pratap Singh Kothari*

Assistant Professor, Department of ABST, S.S. Jain Subodh P.G. Autonomous College, Jaipur, Rajasthan, India

Abstract – Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Websites and applications dedicated to forums micro blogging, social networking, social bookmarking, social citation, and wikis are among the different types of social media. We can't afford to unleash our presence on social, it's as essential as any other thing in your life.

Here are some prominent examples of social media use for share and creation of necessary information.

- *Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.*

- *Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.*

- *Google+ (pronounced Google plus) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is "Real-life sharing rethought for the web."*

- *Wikipedia is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedia `ns. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.*

- *LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.*

- *Reddit is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "sub reddits." Each sub reddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.*

- *Pinterest is a social citation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of blueberry pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.*

Keywords : Communications, Citation, Community

- X -

INTRODUCTION

Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to market products, promote brands, connect to current customers and foster new business.

Social media analytics is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions. The most common use of social media analytics is to mine customer sentiment to support marketing and customer service activities.

Social media marketing (SMM) takes advantage of social networking to help a company increase brand exposure and broaden customer reach. The goal is usually to create content compelling enough that users will share it with their social networks.

One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: by adding social media links to content such as RSS feeds and sharing buttons, or by promoting activity through social media via status updates, tweets, or blog posts.

Social CRM (customer relationship marketing) can be a very powerful business tool. For example, establishing a Facebook page allows people who like your brand and the way you conduct business to Like your page, which creates a venue for communication, marketing and networking. Through social media sites, you can follow conversations about your brand for real-time market data and feedback.

From the customer's perspective, social media makes it easy to tell a company and everyone else about their experiences with that company -- whether those experiences are good or bad. The business can also respond very quickly to both positive and negative feedback, attend to customer problems and maintain, regain or rebuild customer confidence.

Enterprise social networking allows a company to connect individuals who share similar business interests or activities. Internally, social tools can help employees access information and resources they need to work together effectively and solve business problems. Externally, public social media platforms help an organization stay close to their customers and make it easier to conduct research that they can use to improve business processes and operations.

Social media is also often used for crowdsourcing. Customers can use social networking sites to offer ideas for future products or tweaks to current ones.

In IT projects, crowdsourcing usually involves engaging and blending business and IT services from a mix of internal and external providers, sometimes with input from customers and/or the general public.

On the other hand, the integration of social media in the business world can also pose challenges. Social media policies are designed to set expectations for appropriate behavior and ensure that an employee's posts will not expose the company to legal problems or public embarrassment. Such policies include directives for when an employee should identify himself as a representative of the company on a social networking website, as well as rules for what types of information can be shared.

So we can say Social media helps in getting contact with the contacts in social media only in our lives, but also in the formation of new coalitions. These combinations are usually with people who share common interest. These social networks open up the possibility of discovering and learning new information, sharing ideas and interacting with others.

We think that the effects of social media have been somewhat balanced, to be honest. There are many good things about it, and many bad things. In the end, if we can keep own life centered in reality and usour social networking as a small part of it, you should be just fine.

DISCUSSION

Social media is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time. Most people today define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps. In fact, 50% of online users never engage social media.

The ability to share photos, opinions, events, etc in real-time has transformed the way we do life and it is also transforming the way we do business. Retailers whoengage social media as part of their marketing strategy have seen great results. But the key to success with social media is to treat it with the same care, respect and attention you do all of your marketing.

In the early days of social marketing, there was little competition for the dollar. Today, there is tons. You can spend thousands of dollars on a Facebook ad campaign, for example, and get no return on your investment. Just like competing for space in the newspaper years ago, you are not competing for eyes on social media. And since social media by its very nature is a "short attention span" media, it is 10 times harder to get their attention than it

Dr. Surendra Pratap Singh Kothari*

was with a newspaper ad. The ad headlines and copy are harder to write on Twitter or Instagram than in print.

For retailers, most case studies involving social media are either about very large organizations who have very large budgets or a food truck who tells its customers what street corner it will be on. The fact is that for the majority of retailers, social media is a virtual and literal black hole.

One of the biggest mistakes retailers make is to open up an account with every social media platform they think is relevant and then leave them with no activity.

Having an account with social media does not make you "into" social media any more than owning golf clubs makes you ready for the PGA tour. in fact, social media users are turned off by the retailer who opens accounts and does not engage and therefore becomes labeled as a pretender. *The truth is, it is better to not have a social media icon on your website if you are not going to actively engage it.*

The other big mistake retailers make is by using social media to talk about what is important to them rather than talking about what is important to the customer. As a retailer, you may think it is great to shout that you have a sale going on - and in some regards this would be true. But if that is the reason you are getting involved in social media it will do nothing for you.

Your goal should be to provide content that is relevant to your customer and engages them to the point that they want to share your post to others. If you engage social media, engage your customer. Involve them in a dialogue. Ask them their opinions. Post a picture of two items you are considering to carry in the store and ask your customers which one they like better. It creates a conversation and a dialogue which leads to shared posts which leads to engaged followers.

Plus with the example we just shared, it also leads to enhanced margin because it might prevent you from buying that item that you end up practically giving away to sell it.

Another thing to consider is that the most commonly shared content on social media involves an image. So always include an image with your post. It dramatically increasing your chances someone will share it with their network. While building up a large network of followers is great, ultimately what you are after is for the followers you do have - however many that is - to share what you are posting with their network.

Social media has become one of the largest data banks available to companies looking to learn more about their customers. It's also developed into a key customer touch point, both for spreading marketing messages and gathering feedback. With the emergence of such a powerful resource, many organizations have begun to take social media data seriously and are working to analyze it to better understand customer preferences and improve their ability to detect potential business problems.

Such efforts typically involve the use of social media analytics tools, which are designed to recognize designated keywords in posts and comments on social networking sites, such as Facebook, Twitter, LinkedIn and Blogger. The software then can aid users in assessing what people on those sites think about new products, customer service experiences, ads and corporate developments.

But analyzing social media data remains an inexact science, according to industry analysts and consultants. They said that although social media analytics software can provide valuable information to companies, the results of queries can be skewed because the technology has trouble picking up on tone, slang and nuances such as sarcasm when trying to interpret text data.

REFERENCES

Tandoi, V. (2012). *The Positive and Negative Effects of Social Networking.* Retrieved from: http://www.ehow.com/info_8150717 _positive-negative-effects-social-networking.html

Parrack,D.(2012,04.19). *The Positive Impact Of Social Networking Sites On Society [Opinion]* Retrieved from:*http://www.makeuseof.com/tag/positive-impact-social-networking-sites-society-opinion/* ***Benefits of Online Social Networking. Retrieved from:*** http://www.parentfurther.com/technology-media/social-networking/benefits

Bode, L., Vraga, K., Borah, P., & Shah, V. (2014). A New Space for Political Behavior: Political Social Networking and its Democratic Consequences. *Journal of Computer-Mediated Communication*, pp. 414-429.

Lugrine, C. (2012, March 24). *Social Media's Effect on Politics* .Retrieved from The Iquirer: http://www.philly.com/philly/firsttake/20120 324_How_social_media_is_altering_political_strategies.html?c=r

Seib, M. (2012). *Real-time Diplomacy : Politics and Power in the Social Media Era.* New York: Palgrave Macmillan.

Dr. Surendra Pratap Singh Kothari*

Wagner, M., & Gainous, J. (2014). *Tweeting to Power: the Social Media Revolution in American Politics.* New York: Oxford University Press.

Cookingham, L. M., & Ryan, G. L. (2015). The impact of social media on the sexual and social wellness of adolescents. *Journal of Pediatric and Adolescent Gynecology, 28*(1), pp. 2-5.

Wisniewski,P., Carrol.J. (2014). Adolescent online safety: *the "moral" of the story, pp.* 1258-1271. http://dl.acm.org/citation.cfm?id=2531 696.

O'Keeffe, G. S., & Clarke-Pearson, K. (2011). The Impact of Social Media on Children, Adolescents, and Families, 127(4), pp. 800-804.retrieved fromhttp://pediatrics.aappublications.org/cont ent/127/4/800.full

Corresponding Author

Dr. Surendra Pratap Singh Kothari*

Assistant Professor, Department of ABST, S.S. Jain Subodh P.G. Autonomous College, Jaipur, Rajasthan, India

nbc130277@gmail.com