Social Media Introduction

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PROTECT YOUR DIGITAL WAY TODAY AND TOMORROW

Content

- Introduction
- What is Social Media?
- Some Examples of Social Media
- Types of Social Media
- Why is Social Media Presence Important?
- Advantages
- Disadvantages
- Conclusion

Introduction

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, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

What is Social Media?

- Social Network

- User Generated Content (UGC)

- Social Bookmarking

Social Network

- Online communities of people who share interests and activities,

- … or who are interested in exploring the interests and activities of others.

- Examples: Facebook, MySpace, LinkedIn, Orkut

User Generated Content (UGC)

- Or Consumer Generated Media (CGM)
- Defined: Media content that is publicly available and produced by end-users (user).
- Usually supported by a social network
- Examples: Blogs, Micro-blogs, YouTube video, Flickr photos, Wiki content, Facebook wall posts, Second Life…

Social Bookmarking

- A method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.

- Based on communities;
  - The more people who bookmark a piece of content, the more value it is determined to have.

- Examples: Digg, Del.icio.us, StumbleUpon, and Reddit,

Del.icio.us   Reddit   Furl

StumbleUpon   Favorites   Google Bookmarks

Digg   Fark
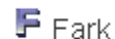
Some Examples of Social Media

FACEBOOK

TWITTER

MYSPACE

Continue.....

YouTube

Pinterest

Linkedin

Types of Social Media

- Social Networking
- Video Sharing
- Live-Streaming
- Microblogging
- Blogging
- Social News
- Photo Sharing
- Content Curation
- Wikis

Why is Social Media Presence Important?

A good reputation can be used to buy cooperation from others, even from people we have never met .

Advantages

- Compelling and relevant content will grab the attention of potential customers and increase brand visibility
- You can respond almost instantly to industry developments and become heard in your field
- It can be much cheaper than traditional advertising and promotional activities
- Social content can indirectly boost links to website content by appearing in universal search results, improving search traffic and online sales
- You can deliver improved customer service and respond effectively to feedback
- Customers can find you through new channels, generating more leads
- Increased loyalty and advocacy from the customers you've connected with

Disadvantages

- You will need to commit resources to managing your social media presence, responding to feedback and producing new content

- It can be difficult to quantify the return on investment and the value of one channel over another

- Ineffective use - for example, using the network to push for sales without engaging with customers, or failing to respond to negative feedback - may damage your reputation

Conclusion

The use of social media aims to improve public perception, but the Trust's campaigns have also shown savings in time and money.

For example, each recruitment campaign by the Trust used to take about 53 days and cost around £2,400 per person hired. By using social media, costs have now been reduced to about £800 per person hired and the time taken to recruit is down to 42 days.

Thanks