# ASSIGNMENT 5

1. Explain the concept of connecting with others digitally and how it has evolved over time. Discuss the impact of social networks on communication, relationships, and society as a whole

Connecting the world in a fast and effective way has been a key concern of visionary people for a long time. **Remote and immediate communication** between people took its first steps with the telegraph and telephone in the 19th century. However, it would be during the 20th century when the **telecommunications** phenomenon would advance with great speed. Leaving in its wake current inventions such as radio, television, mobile telephony… and the Internet.
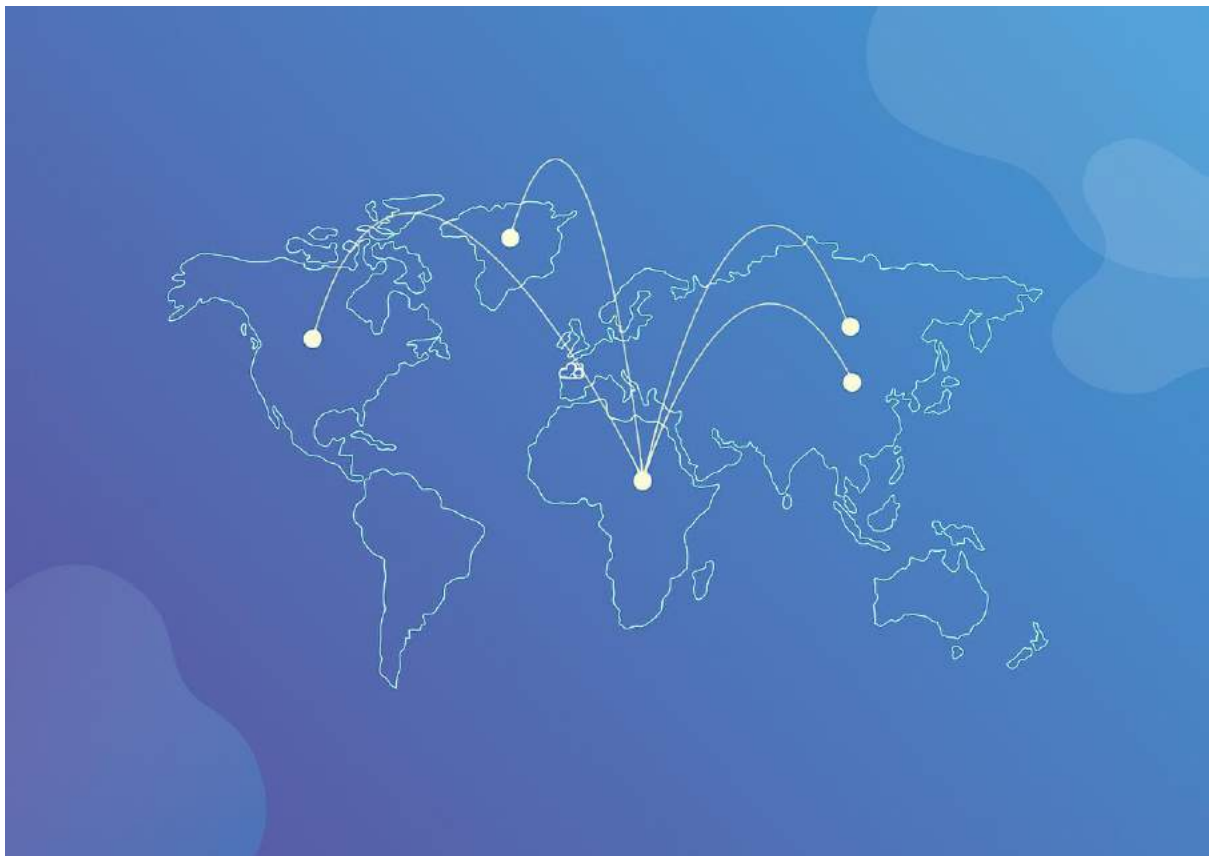
Recently, the **video calls** we enjoy today were a figment of writers and screenwriters of science fiction movies and comics imagination. Nowadays **social networks** and **streaming** are part of an evolving reality.   Below the Brief historical tour of human communication!

The telegraph, faster than the mail to connect the world

In reality, the **telegraph** did not have a single inventor. In parallel, two groups of scientists worked on both sides of the Atlantic on similar developments during the 1830s. On the one hand, William Cooke and Charles Wheatstone in England. Very soon, their first equipment began to be used in British railway signalling.

Meanwhile, in the United States, Samuel **Morse** was taking the first steps to create his version of the **telegraph**. Together with Alfred Vail and Leonard Gale, he produced a system that completed the electrical circuit each time the operator pressed the dial key. This produced an electrical signal that travelled along a wire to a receiving device at the other end.

A revolutionary code

Morse and Vail perfected a code to identify the letters of the alphabet and numbers. For this purpose, they assigned to each letter and number a set of dots and dashes (short and long marks with the key). This is what is now historically known as Morse code.

On May 24, 1844, Morse sent the first official message using this **telegraph system**. He was in Washington D.C. and Vail, the receiver, in Baltimore, Maryland. Later, the invention would be enriched by the contributions of Ezra Cornell and Thomas Alva Edison.

By 1861, the **Western Union Telegraphy Company**, owned by Cornell, became the first nationwide telegraph company. Undoubtedly, the **telegraph** allowed faster transmission of messages over distance,

surpassing the mail that travelled by railroad and horse-drawn stagecoaches. This changed the operability of sectors such as the military and journalism. It also influenced the economy, as it allowed the **first long-distance money transfers**. In short, it was a breakthrough in **connecting the world**.

The telephone, a technology that has been evolving for 170 years to connect the world

32 years after Morse's first telegraph message, two inventors were vying for the creation of another revolutionary communication system. Within hours of each other, **Alexander Graham Bell** and Elisha Gray, in that order, patented their **telephones**. However, Bell ended up winning a legal dispute over the originality of the invention. For this reason, we believed for a long time that the Scottish scientist, who emigrated to the U.S., was its legitimate author.

But surprisingly the truth is that the first pair of telephones were created by the Italian inventor living in New York, **Antonio Meucci** in 1854. Unlike Bell, the Italian had no money to patent the prodigy. This is so true, that the U.S. Congress itself would end up recognizing Meucci's merit in 2002.

Radio, another way to connect the world

Even in the full consolidation of the telegraph and telephone, several scientists wanted to go further. That is, to transmit messages between distant points without using wires. As early as 1865, the Scottish physicist **James Clerk Maxwell** published his Theory of the

Electromagnetic Field. In it he determined that **electric and magnetic fields** travel through space at a speed similar to that of light.

Based on this principle, the German scientist **Heinrich Rudolf Hertz** would discover, twenty years later, the way to produce and capture these **electromagnetic waves**. He also demonstrated with experiments the travel of these waves through the air, ratifying Maxwell's theory. In his honor, the unit of frequency in telecommunications was named Hertz or hertz (Hz).

The beginnings of radio

All of the above discoveries prompted the first experiments in **wireless telegraphy**, which are the forerunner of the **radio**. An invention attributed to several creators. Starting with the Italian **Guglielmo Marconi**, who in 1895 developed a transmitter inspired by Hertz's experiments, with which he managed to transmit signals to a receiver located two kilometres away. Even so, the prodigy did not attract the attention of the Italian government, so Marconi left for England. There he founded the **Wireless Telegraph and Signal Company**.

In 1899, Marconi demonstrated his devices by achieving a 48 km transmission between Dover (UK) and Boulounge (France). Two years later, he was able to transmit a signal 3,400 km across the Atlantic Ocean. He would later establish the **first commercial transatlantic wireless telegraph service** between Ireland and Canada. The Italian scientist managed to enter the U.S. market, although he was not recognized there as the creator of the invention.

Is the invention Tesla's?

On the other hand, many specialists claim that **Nicola Tesla** invented a wireless message transmission system in 1895. And therefore **Marconi** went ahead, patenting it and using it in his 1899 experiments. The U.S. Supreme Court eventually recognized Tesla as the rightful creator of the invention in 1943.

All these advances laid the foundations for today's **radio communication**, which is vital in military, public and private security operations. But also for emergency services. As well as for various productive sectors such as aviation, mining and construction, among many others. Obviously, they also influenced **broadcasting** as a means of information and entertainment to **connect the world**.

Television, the transmission of image and sound to connect the world

Television is also an invention with a long history. The first technologies aimed at transmitting images and reproducing them on a remote receiver emerged in the late 19th century.

John Logie Baird in the United Kingdom developed a television system that could transmit images over short distances, which he tested in 1926. A year later he was able to transmit them over a telephone line between London and Glasgow. And in 1928, he succeeded in **transmitting television signals** from London to New York.

The first transmissions

Using the system perfected by Baird, the **BBC** in London began its **first official television transmissions** on September 30, 1929. And on December 31, 1930, it would make the first simultaneous broadcast of image and sound. This was a milestone for the recently launched invention. Also in 1930, in the United States, the legendary **CBS and NBC networks** would do the same with the systems developed in the country.

This was followed by continuous improvements in the resolution of transmissions, colour and many other advances in broadcasting and receivers. In this way, **television** became one of the most influential **information and entertainment media** in the following decades.

Unlimited innovation to connect the world

In the last 50 years, **technological evolution** has been unstoppable. Thanks to the development of microprocessors in the early 1970s, **personal computers** began to become popular. Computing was no longer the exclusive preserve of large companies, government agencies or scientific institutes. We could find them in homes and offices, making them more accessible to many more users. As if that were not enough, the next big thing would change the way **the world was connected** in the following decade; **mobile telephony** burst onto the scene commercially in the early 1980s and would evolve at breakneck speed as well.

Mobile telephony

To mention all the milestones in the evolution of this invention would take much more time. However, it is impossible to ignore the breakthrough that **mobile telephony** meant in its function **to connect the world**. As a precedent, there is the historic call of April 3, 1973, made by Martin Cooper, a Motorola executive, from a New York street. Using the DynaTAC 8000X, **the first cell phone in history**, he communicated with Joel Engel of Bell Laboratories, his competitor… Motorola beat the veteran Bell in this challenge.

But the device would not go on sale until 1983. To tell the truth, it was not at all practical in today's perspective. It looked like a brick at 33 x 4.4 x 8.9 cm and weighed one kilogram. In the same year, **Ameritech Mobile Communications**, the first U.S. Company to provide **cell phone service** to the public, began operations.

With the development of the **GSM 2G** standard in the early 1990s, **mobile telephony** would advance unstoppably in capacity and functionality.

WWW, the democratization of the Internet to connect the world

In the early 1990s, the launch of the **World Wide Web** project began to facilitate public access to the **Internet**. Previously, the use of the Internet as a form of communication between networked computers was reserved for military, educational and scientific institutions. The WWW was created in 1989 by British physicist **Tim Berners-Lee** at the European Particle Physics Laboratory, CERN.

In addition, Berners-Lee developed a **first search engine** in order to facilitate access to the WWW from personal computers. The latter program was replaced in 1993 by **Mosaic**, created at the University of Illinois. But the emergence of **search engines** contributed decisively to the popularization of the Internet.

Similarly, with the creation of **web pages**, many companies began to have a presence on **the network**. As a result, the Internet was becoming attractive as a **marketing channel**. **E-mail** also became a tool for communication between people and organizations.

Today, the **conventional media** are turning to the **Internet** in order to offer an added value to their users. Newspapers have **web portals**, TV stations and broadcasters share content on networks such as YouTube and podcast platforms. On the other hand, there are paid **digital native media** that offer a variety of content. Among them are **streaming platforms** such as Netflix.

Ecommerce changes the way we shop

As the **design of web pages** began to be enriched with multimedia content, the initiative to **sell online** emerged. Companies that practiced traditional sales through printed catalogues or telesales programs on television would find a strong competitor in **ecommerce**. In 1995, two iconic online commerce platforms appeared: **eBay** and **Amazon**. A couple of years later, the technology company **Dell** surpassed one million dollars in **online sales**. **Online payment platforms** such as **PayPal** would soon appear as an alternative to credit cards.

Social networks, another way to connect the world

At first, **social networks** served as a space for old friends to meet up. Nowadays, social networks are the **space for interaction** par excellence between acquaintances and strangers. Through them, we share content in various formats, we learn about details that go beyond the news on news portals. We even share professional interests, look for jobs… and even shop. By now, more than half of the world's population is a user of social networks!

Among the first platforms were Six degrees (1997), Friendster (2002), Myspace and the current professional network LinkedIn (2003). Shortly after, Facebook (2004), the current leader in number of users, YouTube (2005), Twitter (2006) and Whatsapp (2009) emerged. Although Whatsapp is still considered a messaging platform, it is one of the most versatile and widely used social interaction channels. The list continues with: Instagram and Pinterest (2010), Google+ (Google's failed experiment, in 2011) and TikTok (2016). And these are just the most popular!

Mobile networks and devices

From the very basics, **mobile networks** evolved to **connect the world** from **portable devices**. The early 1G, based on a frequency modulated (FM) transmission system, was slow and unstable. On the other hand, the 2G successor was associated with the new **GSM** standard and **SIM cards**, where personal and device information was recorded. It was faster and allowed sending and receiving from **SMS** to sending **emails**.

Shortly thereafter, the advance and popularity of the Internet called for an upgrade to 2G. An "intermediate generation", **2.5G**, solved part of the problem in 2001. With it, the **Internet** reached cell phones with most of its possibilities. As a result, the speed improved. Almost immediately, the third generation of **3G** and its intermediates arrived, making the unimaginable possible. In particular, it became possible to watch and record videos, hold **video conferences** and even take photos with good resolution. In the midst of their leadership, touchscreen **smartphones** emerged, bringing significant physical and functional changes. And we say leadership, because it is still in force, despite the emergence of **4G** in 2009. With the fourth generation, **connectivity** and devices enabled file upload and download speeds of up to 150 Mbps — ten times faster than 3G!

5G is already a reality. At least in Spain, the first networks were established in 2019. Above and beyond the high speeds offered by this **connectivity technology**, there is the possibility of making greater use of advances such as the **Internet of Things** IoT, **Artificial Intelligence** and **Big Data**.

Mobile apps

The first **mobile apps** would come embedded in our devices during the 1990s. In themselves, they made up the functionalities of many phones: agenda, calendar, games, etc. In 2000, **WAP** (Wireless Application Protocol) technology already allowed access to small versions of web pages. As well as **sending and receiving emails** and reading news.

But the big breakthrough for mobile applications came with the introduction of **Apple's first iPhone** in 2007. With the capacity of this device it was possible to download the applications that the user required for work, entertainment or shopping. As a result, the Apple Company opened its virtual app store, **AppStore**, the following year. In 2008, Google responded with the launch of its HTC Dream, or GMobile, with its **Android operating system**. And it would immediately open its app store, today known as **Play Store**.

Social Media on Society

The primary purpose of social media was to help make communication better. At one point, the only way of contacting a loved one, especially abroad, was costly. The only options left were texts or calls, which cost more, or communicating via email. Social media made interactions more engaging beyond simply chatting with a person. You could call, video call, post, add pictures and instantly update your friends and family in one go. But is social media the best option for communication and relationships? This article will explain the role of social media and its negative or positive effects on communication and maintaining or building relationships.

Why Use Social Media in the First Place?

Is communication what determines whether it is a social media platform? Should it be restricted to a specific form of communication? For instance, do online dating platforms also amount to social media since it is a form of networking? Many people draw the underlying factor of social media as the ability to network with people. Therefore, any platform that allows one to interact with another amount to social media.

Many people associate the start of social media in the 21st century with the early 2000s. However, the first social media platform, SixDegrees.com, was established in 1997. It had around one million users but quickly declined after it was purchased for USD 125 million in the early 2000s.

In 2000, a different type of social media emerged with AmIHotorNot.com. Here, users would submit pictures of themselves, and others would comment on their attractiveness. While it was sold off a couple of times, surprisingly, it existed until 2014, after which it was transitioned to a game. In 2002, Friendster was launched, where you could post statuses and message people. The website, however, crashed as the unexpected popularity it gained resulted in the company needing more servers.

During this time, Myspace was the leading rival of Friendster. Emerged in 2003, the platform had 25 million monthly active users by 2005. Although Justin Timberlake eventually brought this USD 35 million, the rise of Facebook in 2003 by Mark Zuckerberg led to its downfall. Since then, multiple social media sites have emerged, including YouTube, Google Plus, Twitter, Instagram, and more.

The Impact of Social Media on Society

The impact of social media on communication and relationships is a complex and multifaceted topic. While social media platforms have revolutionized how people connect and communicate, they have also brought about positive and negative consequences. Here are some key points to consider:

Positive Impacts:

1. **Enhanced Communication:** Social media platforms enable people to communicate with friends, family, and acquaintances across the globe in real time. This has made it easier to stay in touch with loved ones, especially if they are far away.

2. **Expanded Social Networks:** Social media allows individuals to connect with a broader range of people, including those with similar interests, creating opportunities for new friendships and professional connections.

3. **Information Sharing:** These platforms serve as valuable tools for sharing information and staying updated on current events, trends, and news.

4. **Support Systems:** Social media can provide emotional and informational support for individuals facing challenges or

dealing with specific health conditions. Support groups and communities often form around shared experiences.

5. **Long-Distance Relationships:** Social media has made it easier for people in long-distance relationships to maintain a sense of closeness through video calls, messages, and shared moments.

Negative Impacts:

1. **Superficial Relationships:** Some argue that online interactions can be less personal and meaningful, leading to superficial relationships that lack depth and intimacy.

2. **Cyberbullying:** Social media can be a breeding ground for cyberbullying and harassment, which can have severe negative effects on individuals' mental and emotional well-being.

3. **Privacy Concerns:** Users may inadvertently share sensitive personal information, leading to privacy breaches, identity theft, or exploitation by malicious actors.

4. **Social Comparison:** Frequent exposure to curated and idealized versions of other people's lives on social media can lead to social comparison, envy, and negative self-esteem issues.

5. **Time Distraction:** Excessive use of social media can lead to a decrease in face-to-face interactions, productivity, and overall well-being due to the time spent scrolling through feeds.

6. **Filter Bubbles:** Social media algorithms often show users content that aligns with their existing beliefs and preferences, potentially isolating them in echo chambers and limiting exposure to diverse perspectives.

7. **Relationship Strain:** Misunderstandings, jealousy, and conflicts can arise in relationships due to interactions or perceptions on social media, such as liking or commenting on other people's posts.

In summary, social media has transformed the way we communicate and build relationships, offering both positive and negative consequences. The impact varies widely from person to person and largely depends on how individuals choose to use these platforms. It is essential for users to be mindful of the potential drawbacks and take steps to maintain healthy online and offline relationships.

Social Media Affected Communication and Relationships

According to Statistical data, up to date, there are more than 4.59 billion social media users. As anyone can access such platforms through their mobile phones, the number of people who use them occasionally or consistently is enormous. The relevance of social media in today's context is important. It is no longer a platform for friendly connection but is also a great platform to stay updated on the news and increase business revenues for organisations. Here are a few ways in which social media affects communication and relationships.

Becoming Social Addicts

Everywhere you go, be it in your workplace, the subway, or home, there would be someone scrolling on their phone looking at social media. As per the DataReportal report 2021, an average person spends two hours and 25 minutes daily on one or multiple social media platforms. Some people will also be very active in posting stories, tending to take a picture of every 'insta-worthy' shot of their food, surroundings or work. Social media has therefore driven users to post mundane acts like reading a book or buying a coffee as a form of communication. Instead of talking to one person via direct message, features such as stories that disappear in 24 hours encourage people to engage. On a positive note, such features can be used to educate a person's followers by sharing useful threads or posts on a newsworthy event.

Lack of Social Skills in Real Life

Staying online and consistently communicating with someone behind a screen may result in some people not developing social skills. A person would rather mindlessly scroll on a social app than talk to someone. Even when the person next to them is a friend, there could be a tendency to be anti-social. Taken in another way, some people may not be present in real-life conversations. Those who communicate via text mostly may get anxious or feel awkward in real life when it comes to socialising. Catherine Steiner-Adair, a clinical psychologist, notes that children who use social media may lack important critical social skills. This is because when texting is the dominant mode of communication, teenagers forget that

communication occurs through body language, facial expression, and even vocal range.

Rise of Abbreviated Words and Hashtags

Social media has changed the way people communicate in terms of how they write. Texting in abbreviated terms, such as 'LOL', 'BTW', 'FYI', and more, are common. Although some of these abbreviations may be common knowledge to all, the number of abbreviations is increasing. This suggests that the tendency to make every phrase an abbreviation may make a person too lazy to write. This is especially common among younger children who are used to shortening words to get their message out much faster. The use of hashtags in posts, moreover, has the potential to make one word or a few words with no spaces in between trending. Hence, power to certain words or key phrases emerges through social media. They can bring together a community of people that agree on a particular stance.

Sticking To Your Point

While platforms like Facebook and LinkedIn offer a large word and character limit for each status you upload, platforms like Twitter restrict you to 280 characters. As characters refer to every letter and space, users are forced to dilute their thoughts to post their tweets. This helps users to be precise and clear in what they want to say. At the same time, however, this could lead to misunderstandings. Even when you can add multiple tweets for one topic as a thread, statistics indicate most people often do not go beyond the first tweet. This also means it depends on the user's ability to identify their main point and get it across in an attention-grabbing manner. This way, it also does not require users to put in a lot of thought to decipher meanings.

Social Media Contagion Effect

John Cacioppo, a researcher at the University of Chicago, explains that social media can potentially subject a user to emotional contagion effects. In other words, while social media is meant to communicate with people, it could make the user feel lonely. This is supported by various other studies, including one by Spencer Palmer Christensen, who cites other research that found participants who were more socially active in real life were reported to experience greater life satisfaction and higher psychological well-being. In contrast, online connections could impact our offline interpersonal relationships. This could be because not everyone on social media is kind. Cyberbullying and trolls could affect a person's

emotional state to the point of getting depression. Social media's impact on one's mental health also emanates because the user has been embarrassed publicly.

Make It Easy and Hard for Businesses to Form Interpersonal Relationships

Social media has offered organisations a way to gain sales in a virtual platform. This has paved the way for businesses that do not have a physical store to also thrive. Home-bakers, for example, solely depend and thrive on social media. While this makes it easy for a person to start a business page on social media free of charge, it is at the same time much harder to gain sales. For instance, businesses have to first gain a brand presence, which is essentially based on the number of followers a company has. An SME that just started may find it hard to do so. It also eliminates the possibility of personally approaching a potential customer to get them interested in purchasing something. Promotional material, however, provides such businesses to get more sales.

Using Polls

Researchers that are carrying out qualitative or quantitative research can share surveys through their profiles to gain the opinions of youth, for instance. If you are a public user, social media can share your content with those beyond your circle. Hence, it provides a higher chance of getting a vast pool of people to answer your questions. Polls allow businesses or anyone to get creative in their marketing strategy, encouraging their followers to engage with them. The best part is that it provides real-time feedback, not allowing one individual to vote more than once. While platforms such as Instagram and Facebook display the user names in poll results, on platforms like Twitter, a user's anonymity is guaranteed. The latter ensures they select their true opinion out of the options given.

Social Media Can be Positive or Negative

It is clear that social media affect communication and relationships. Whether it affects positively or negatively, however, will depend. A person who is more addicted to social media and is an introvert may experience many of the negative consequences of social media. Those who have a balanced life and are mindful of how they use their account may find it positive.

2. Differentiate between various types of social media platforms, such as social networking

sites, microblogging platforms, photo-sharing apps, and professional networking sites.

The forms of social media and its definitions have expanded over the years

This current social list has been updated to include *new forms of media and social networking*, on top of the existing six primary categories, each with its own unique set of characteristics and based on what people hope to accomplish by using them.

Social Networks

Examples: Facebook, LinkedIn

A social networking site is a social media site that allows you to connect with people who have similar interests and backgrounds. Facebook, Twitter, and Instagram are three of the most popular examples of a social network website.

These platforms allow us to connect with our friends, family, and even brands. Most social network sites let users share thoughts, upload photos and videos, and participate in groups of interest.


Platform Analysis

Bookmarking Sites

**Examples:** Pinterest, Flipboard, Diggs

Bookmarking sites allow users to save and organize links to any number of online resources and websites. A great feature of these sites is the ability for the users to "tag" links, which makes them easier to search, and invariably, share with their followers. Stumble Upon is a popular example of a bookmarking site.
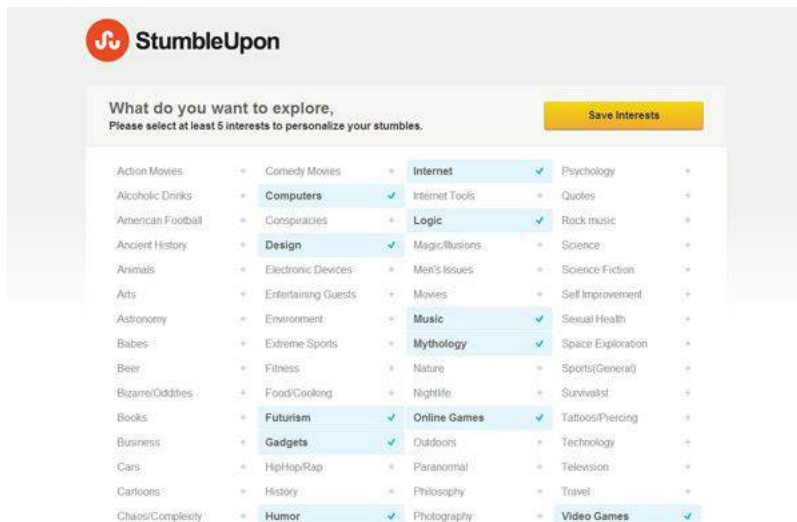
Social news

Examples: Digg

A social news site allows its users to post news links and other items to external articles. Users then proceed to vote on said items, and the items with the highest number of votes are most prominently displayed. A good example of a social news site is Reddit.
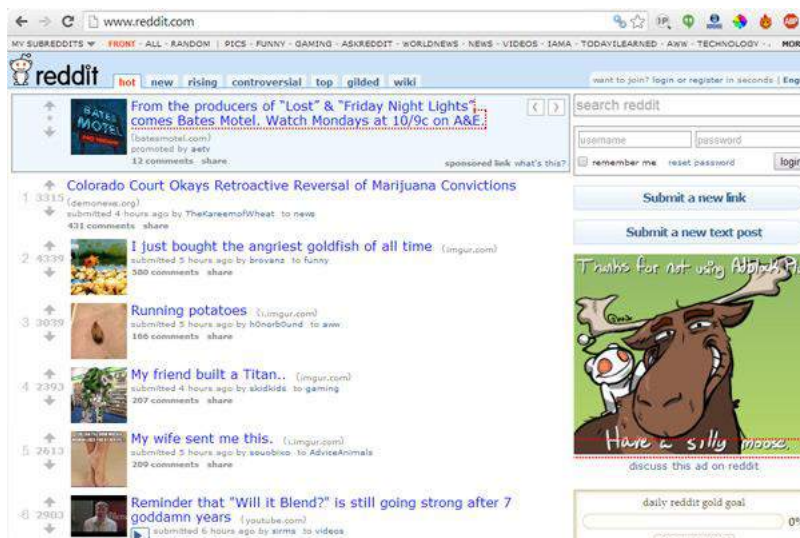
Media Sharing

Examples: Pinterest, YouTube, Vimeo

Media sharing websites allow users to share different types of media, with the two main ones being image sharing and video hosting sites. Most of these sites also offer social features, like the ability to create profiles and the option of commenting on the uploaded images or videos. These platforms mostly encourage user-generated content

where anyone can create, curate, and share the creativity that speaks about them or spark conversations.

As you might have guessed, YouTube still remains the most well-known media sharing site in the world.

How to Optimize your website for search engines with SEOPres...

Microblogging
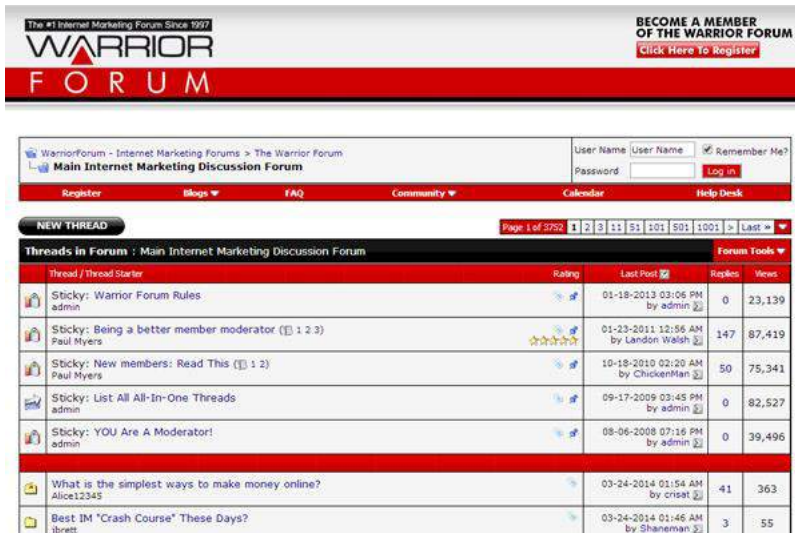
Examples: Twitter, Facebook

These are just what they sound like, sites that allow the users to submit their short written entries, which can include links to product and service sites, as well as links to other social media sites. These are then posted on the 'walls' of everyone who has subscribed to that user's account.

The most commonly used microblogging website is Twitter.

Blog comments and forums

An online forum is a site that lets users engage in conversations by posting and responding to community messages. A blog comment site is the same thing except being a little more focused. The comments are usually centered around the specific subject of the attached blog. Google has a popular blogging site aptly titled, Blogger. However, there are a seemingly endless number of blogging sites, particularly because so many of them are niche-based, unlike the universal appeal of general social media sites.

Social Review Sites

Examples: TripAdvisor, Yelp, FourSquare

What's one of the first things you see when you are planning to buy a new product or try out a new restaurant? If you are anything like us, you will first head to the **reviews**.

Review sites like TripAdvisor and FourSquare show reviews from community members for all sorts of locations and experiences. This keeps people out of the dark and allows them to make better planning or decisions when it comes to choosing a restaurant for their date.

Not just beneficial to regular users like you and me, businesses can also get to understand the customer's perspective. Both the good and bad, this can help them to identify what's working and discover areas with room for improvement.

Community Blogs

Examples: Medium, Tumblr

Sometimes all you want to do is share that one message, and really not everyone on the internet wants to invest in running and maintaining a

blog from a self-hosted website. This is where shared blogging platforms like Medium give people a space to express their thoughts and voice.

Sharing Economy Networks

Examples: Airbnb, Pantheon, Kickstarter

While it might not occur to you directly, but websites like Airbnb isn't just to find holiday rentals or activities. These sharing economy networks bring people who have got something they want to share together with the people who need it.

3. Explain the concept of social media marketing and discuss strategies for businesses to effectively promote their products or services.

Social media marketing

Social media marketing means using social media platforms like Instagram, X (formerly known as Twitter) and Facebook to promote your brand and sell your product or service.

If your business comes out with a new item and you plan to promote the launch on social media, that's social media marketing. If you interact with your customers via comments, that's social media marketing. And if you create engaging content that showcases your brand's values and story, that's social media marketing too.

This form of marketing requires you to use **social media management** skills and tools. Just as you prepare other aspects of your marketing strategy, you need to have a plan for your social media marketing.

Now that we've defined social media marketing, let's walk through how to create a plan. Check out our video below to watch how you can use the tips in this article to build a strategy in seven steps.

Set goals that make sense for your business

Social media strategy planning starts with your goals. Whether you want to expand your team, build a larger following or a more active

community, taking the time to define your social goals is the first step to reaching them.

Either way, your goals will define your social media marketing strategy and how much time and energy you'll need to dedicate to your campaigns.

Example social media goals
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Example social media goals for 2024 and beyond

What really matters is that you set realistic **social media goals**. We recommend tackling smaller objectives that allow you to scale your social efforts in a way that's both reasonable and affordable.

Below are some example social media marketing goals that businesses of all shapes and sizes can pursue.

Goal example 1: Increase brand awareness

Brand awareness means getting your name out there. Some 68% of consumers say the primary reason they follow a brand on social media is to stay informed about new products or services.

Try to avoid solely publishing promotional messages and strike a good balance with authentic content that emphasizes your brand's voice and story.   Consumers don't see enough authentic, non-promotional content from brands on social.

What consumers don't see enough of from brands on social

1 Authentic, non-promotional content

2 Transparency about business practices and values

3 Information about how products are made or sourced

4 Educational content related to the brand's industry

5 User-generated content or customer testimonials

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For example, in this TikTok video, Sani, a family-owned apparel company features a day in the life of the brand's founders while visiting India for business:

Goal example 2: Generate leads and sales

Whether online, in-store or directly through your social profiles, followers don't make purchases by accident. For example, are you alerting customers about new products and promos? Are you integrating your product catalogue into your social profiles? Are you running exclusive deals for followers? Social media gives you an avenue to generate revenue.

Goal example 3: Grow your brand's audience

Bringing new followers into the fold means finding ways to introduce your brand to folks who haven't heard of you before. Growing your audience also means discovering conversations around your business and industry that matter the most. Digging through your social channels is nearly impossible without **monitoring** or **listening** for specific keywords, phrases or hashtags. Having a pulse on these conversations helps you expand your core audience (and reach adjacent audiences) much faster.

Goal example 4: Provide holistic customer care

The Index shows over half of consumers believe the most memorable thing a brand can do on social media is respond to customers.

Although 76% of consumers value quick responses, providing quality customer care isn't just responding rapidly. Consumer expectations have evolved. Some 70% of consumers expect brands to provide a holistic experience with personalized responses that fit their unique customer service needs.

This means companies need to experiment with messaging and content when approaching **customer care**. For example, does your team have a protocol for handling @-mentions and comments? Do you have templated responses to FAQs? Does your brand promote **user-generated content** and hashtags? Your customers can be your best cheerleaders, but only if you give them a reason to grab the megaphone.

Goal example 5: Drive traffic to your site to illustrate ROI of social efforts

The Sprout Social Index™ shows 46% of marketers plan to calculate the return on investment (ROI) of advertising spend to connect the value of social to business goals in 2024.

Simple enough. If you're laser-focused on generating leads or traffic to your website, social media can make it happen. Whether through organic promotional posts or social ads, keeping an eye on conversions

and URL clicks can help you better determine your **ROI from social media**.

Any combination of these goals is fair game and can help you better understand which networks to tackle, too. When in doubt, keep your social media marketing strategy simple rather than complicating it with too many objectives that might distract you. Pick one or two and rally your team around them.

Research your target audience and select your networks

Making assumptions is bad news for marketers. Both leaders and practitioners can disprove assumptions from the valuable insights social data provides. With the right tool, marketers can **quickly research their audience**. No formal market research or data science chops necessary.

What you need to know about your audience to influence your social media marketing strategy is already available. You just have to know where to look.

Remember: different platforms attract different audiences

Here are some key numbers for your 2024 social media marketing strategy that speak directly to which networks your brand should approach and what types of content to publish:

- According to The Social Index, 53% of consumers say their social media usage has been higher over the last two years than the previous two.
- Instagram has **2 billion active users** worldwide in 2023 and continues to be one of the **most popular networks among teens** between 13-17 years old.
- Women make up more than **60% of Pinterest's global audience**. Gen Z and Millennial use the platform the most.
- X has **over half a billion** monthly monetizable active users. And people spend an average of 31 minutes on the platform.
- **LinkedIn** is the hub for in-depth, industry-specific content that might be more niche than what you see on Facebook or X.
- LinkedIn is the top platform for B2B lead generation, rated by marketers. Some **4 out of 5 LinkedIn members** drive business decisions.

- Some **78% of TikTok users** have purchased a product after watching TikTok creator content about the product.
- And some **73% of users** feel a deeper connection to brands they interact with on TikTok vs other platforms.
- **YouTube** is one of the most popular search engines in the world with billions of monthly users across 80 languages and 100+ countries.

Social media demographics and stats like the ones above are great for understanding where your target audience lives, but it's also important to understand the nuances of each social network so you can decide where your business needs to be.

Bigger brands with large customer bases tend to have presences across multiple platforms. Giants like McDonald's and Starbucks are more likely to have the resources to be everywhere at once, but what if you're a mid-size or small business? And just because there are so many social platforms, doesn't mean all of them are right for your brand. For the sake of narrowing down where you should spend your time, below is a quick overview of each of the major social platforms:

X

Simple and straightforward, X is a solid starting point for most businesses. Requiring minimal setup and providing a place to go back and forth with followers directly, there's a reason why X remains one of the go-to platforms for **customer service**. If you're trying to master the social media marketing basics of hashtags, tagging, brand voice and social media etiquette, look no further.

Twitter (rebranded as "X") gives consumers direct access to the brands they love.

Chick-fil-A, Inc. ✓
@ChickfilA

Starting your day with a Chicken Biscuit 😌☀️ #TheLittleThings

12:00 PM · Jul 12, 2022

79 Reposts   **24** Quotes   **523** Likes   **4** Bookmarks

Facebook

Facebook is a must-have for brick-and-mortar businesses looking to target local customers. Allowing check-ins and reviews, it's a prime place to grow a dedicated local following. Plus, they have an incredible chatbot functionality that can take your **customer service** and **marketing campaigns** to the next level.

Like many social algorithm changes, the **platform's algorithm change** in late 2022 posed a challenge to some businesses looking to grow their Pages and stay in touch with fans consistently. The earliest algorithm prioritized Likes, but today's is much more sophisticated and focuses on showing users the most relevant, meaningful content based on inventory, signals, relevancy scoring and other factors. That said, Facebook's ad platform is the gold standard for social media ads

because it can help businesses cut through the noise and lessen the impact of algorithm changes.

Mary Mac's Tea Room is at **Mary Mac's Tea Room**.

September 3 at 11:28 AM · Atlanta, GA · 🌐

···

Happy Sunday Funday! 🙌😄 Curious about the wait time at Mary Mac's? Here's some helpful info to enhance your dining experience with us:

For groups of 15 or fewer, you can join our waitlist on Yelp.com. This allows you to add your name if we have a wait exceeding 30 minutes. If the wait is shorter, the waitlist won't be available as we're seating guests promptly. Remember to check in with our host upon arrival, and please note that we seat complete parties only.

We hope this information makes your visit to Mary Mac's even more enjoyable. Our team is dedicated to providing you with a memorable dining experience, and by utilizing our waitlist on Yelp, you can spend less time waiting and more time savoring our delicious food. 😅 Thank you for choosing Mary Mac's, and we look forward to serving you soon! 🍽️😊

#marymacstearoom

Instagram

At its core, Instagram is a network centered around visual content. A major hub for brick-and-mortar businesses, e-commerce shops and influencers alike, the platform encourages brands to get creative. From eye-popping photos to clever captions, it's all about finding unique ways to show off what you're selling.

Threads

When **Meta released Threads** on July 5, 2023, the social network received over 100 million registrations less than a week after its launch, making it the most **rapidly downloaded app ever.** The launch of Threads sparked conversations about its role in the fediverse, or **decentralized social media**.

But, for now, Threads is a text-based social network that users can sign up for through their current Instagram account. Users can post on mobile, but Threads is also available on desktop. Threads are great for brands who already have Instagram accounts because the sign up process is pretty seamless.

Threads

sproutsocial 2w ...

Our first desktop Threads post. Is this thing still on? 🎤

♡ ◯ ⟳ ▽

6 replies · 54 likes

---
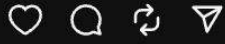
mbsocial.agency 2w ...

We hear you loud and clear!

♡ ◯ ⟳ ▽

---

birdhouse_mktg 2w ...

Oohhh, it looks so desktoppy 👀

♡ ◯ ⟳ ▽

---

themarketing_gp 2w ...

It's about time 💻

♡ ◯ ⟳ ▽

---

rangelie 2w ...

did you make sure it was plugged in?

♡ ◯ ⟳ ▽

1 like

---

spin_brands 2w ...

it feels like home

♡ ◯ ⟳ ▽

---

katiexfelton ✔ 2w ...

Ohh I didn't know it was even on desktop!! How is it? Any advantages to using it on desktop?

♡ ◯ ⟳ ▽

LinkedIn

LinkedIn is a network laser-focused on business trends and networking. LinkedIn is a goldmine, especially for anyone networking in the B2B space. Looking to get in touch with an influencer, marketing manager or CEO? Chances are you can find them here.

There are so many benefits of using **LinkedIn marketing** beyond networking, including content distribution and lead generation. We also have a guide for **LinkedIn best practices** so you can get full advantage of those benefits.

influencer

Ann Handley · 2nd

Digital marketing & content expert. Wall Street Journal bestselling author. Keynote speaker. Writer.

Greater Boston Area

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As the world's first Chief Content Officer, Ann Handley speaks and writes about how you can rethink the way your business markets. Cited in Forbes as the most influential woman in Social Media and recognized by ForbesWoman as one of the top 20 women bloggers, Ann Handley is the Chief Content ...

Show more ⌄

Highlights

3 Mutual Connections
You and Ann both know Brian Honigman, Vin Clancy, and 1 other

1 Mutual Group
You and Ann are both in Content Marketing Institute

Pinterest

Pinterest marketing is insanely popular, especially among Gen Z and Millennials. Over 465 million people use this visual pinning platform every month to find inspiration and their next purchase. Pinterest is noted to be one of the best networks for social selling. Like Instagram, Pinterest thrives on imagery and inspirational content where products serve as the proverbial centerpiece.
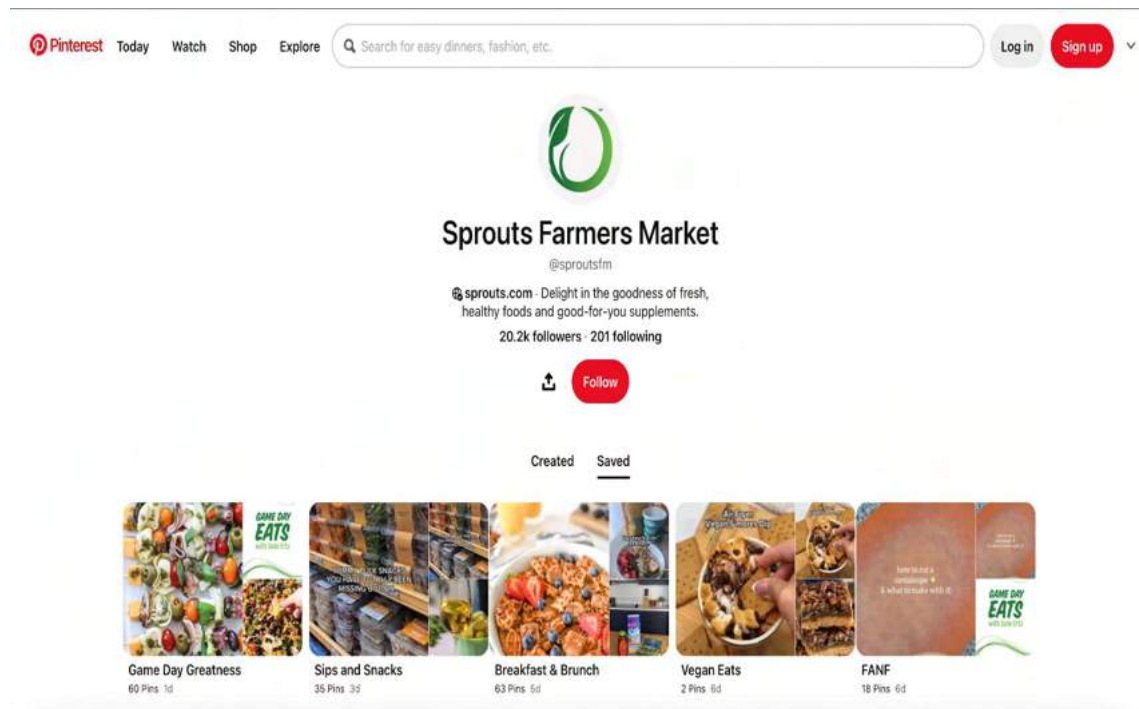
YouTube

Although some might not regard YouTube as a traditional social network, the platform's active and engaged community speaks for itself. Considering that video represents the top-performing type of content across nearly every social network, YouTube is a great place to house your videos if you're already producing them.

Easy Taco Monkey Bread Recipe | Trader Joe's

Trader Joe's ✓
25.3K subscribers
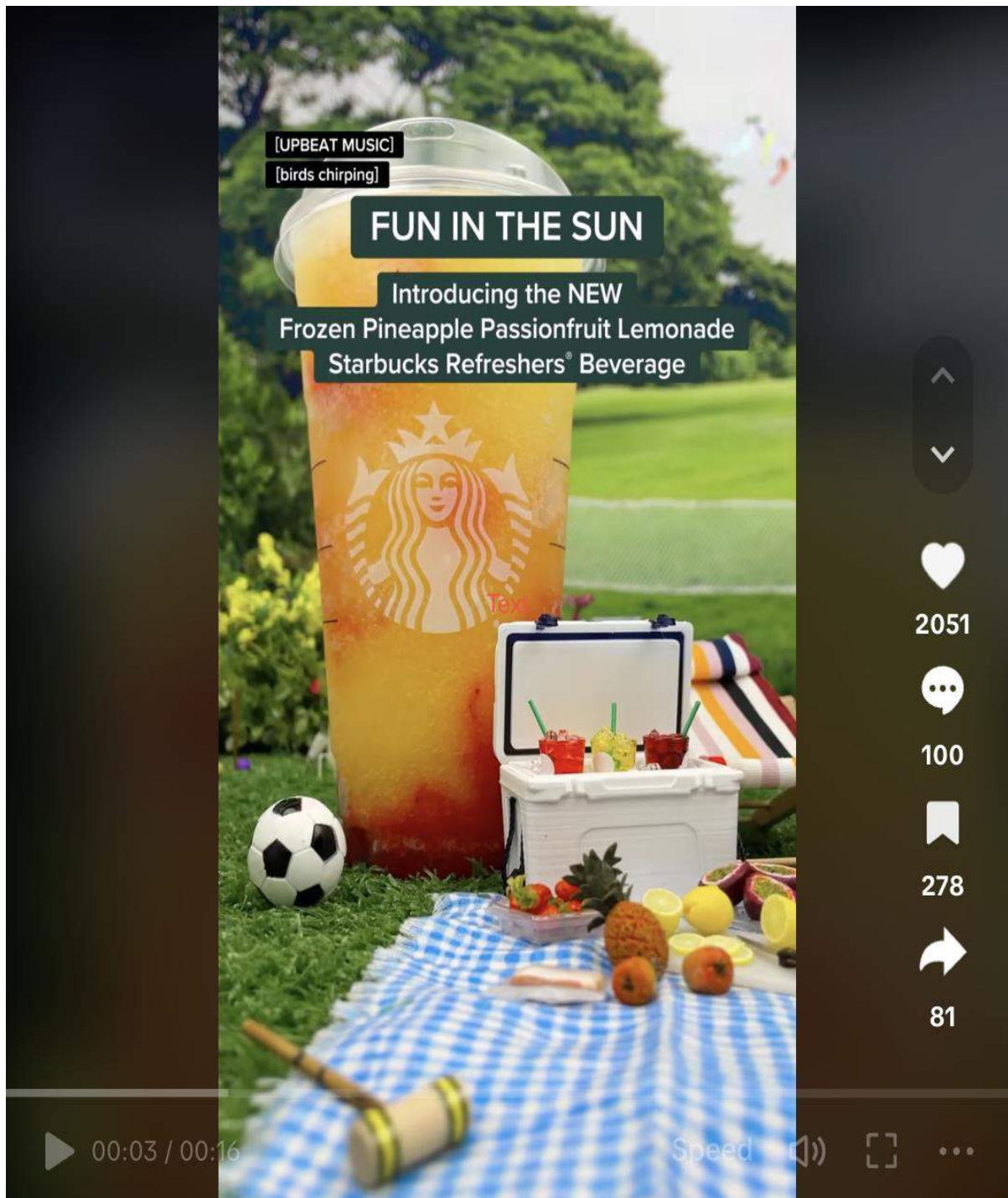
Subscribe

👍 97 👎 ↗ Share ↓ Download •••

1.7M views 7 months ago #TraderJoes #TraderJoe
Interested in tackling a fun food project that'll feed a crowd? Whether you're celebrating a birthday, watching the Big Game, or simply catching up with friends and family, Trader Joe's has a variety of products to help keep your culinary endeavors fumble-free.
...more

TikTok

TikTok reached 1 billion users in September 2021 and remains one of the most popular apps in the world. Along with its viral trends and niche communities, the short-form video app is known for its hyper-personalized algorithm that keeps users scrolling for hours. **TikTok marketing** has changed the game for brands, allowing them to connect with customers in an entirely new way.

 PRESENTLY India banned TikTok and 100-plus other Chinese apps in June 2020 citing national security concerns. The ministry of electronics and information technology's (Meity) order stated that the apps were "prejudicial to sovereignty and integrity of India, defence of India, security of state and public order."

[UPBEAT MUSIC]
[birds chirping]

FUN IN THE SUN

Introducing the NEW
Frozen Pineapple Passionfruit Lemonade
Starbucks Refreshers® Beverage

2051

100

278

81

00:03 / 00:16   Speed

Picking networks for your social media marketing strategy

There are more than **15 social media platforms your brand can use**, but don't spread yourself too thin. Rather than try to dominate them all, you should consider which platforms make the most sense based on your industry and target audience.

Do your homework on your existing social media audience and focus on networks where your core audience is already active. You need to do further analysis before you can determine what your real-world social customers actually look like.

That's why many brands use a **social media dashboard** that provides an overview of who's following you and how they interact with you on each channel.

There are plenty of other sources of valuable audience data to supplement your social media insights. This includes your Google and email analytics, your CRM, your customer service platform or even your best-selling products.

All of the above will ultimately influence everything from your marketing messaging to how you'll approach customer service or **social commerce**.

Establish your most important metrics and KPIs

No matter your goals or industry, your social media strategy should be data-driven. Rather than focus on vanity metrics, dig into data that aligns directly with your goals.

So, what metrics are we talking about? Below you'll find a quick overview, but our full guide breaks down the **social media metrics that matter** (and why) in more detail.

- **Reach**. Post reach is the number of unique users who saw your post. How much of your content actually reaches users' feeds?
- **Clicks**. This is the number of clicks on your content or account. Tracking clicks per campaign is essential to understand what drives curiosity or encourages people to buy.
- **Engagement**. The total number of social interactions divided by the number of impressions. This sheds light on how well your audience perceives you and their willingness to interact.
- **Hashtag performance**. What were your most-used hashtags? Which hashtags were most associated with your brand? Having these answers can help shape the focus of your content going forward.
- **Organic and paid likes**. Beyond a standard like count, these interactions are attributed to paid or organic content. Given how much harder organic engagement is to gain, many brands turn to

ads. Knowing these differences can help you budget both your ad spend and the time you invest in different formats.

- **Sentiment**. This is the measurement of how users react to your content, brand or hashtag. Did customers find your recent campaign offensive? What type of sentiment do people associate with your campaign hashtag? It's always better to dig deeper and find out how people talk or feel about your brand.
- **Video views.** This varies by platform, but refers to the number of views you receive on a video. Some channels treat video views as impressions–like TikTok–and others get super detailed with views. For example, Instagram offers views metrics for Stories, Reels and Live. Facebook and LinkedIn count a view when a user watches a video for at least three seconds. From the popularity of TikTok to live streaming, video is taking the internet by storm, so familiarize yourself with **social video engagement metrics** if you plan to use it in your strategy.

- **Follower growth.** Follower growth measures the net new followers you earned within a set time frame. Follower count on its own doesn't tell the whole story: knowing how many followers you gained can help you prove the value and return on investment for campaigns, content types and social media experiments.
- **Follower growth rate.** This percentage shows how quickly your audience is growing or declining over time.
- **Reply time.** This refers to how long it takes for your team to reply to a customer message or @-mention on social.
- **Total response volume.** The sum of responses your team sends to customers.
- **Customer satisfaction score (CSAT).** A CSAT shows how satisfied customers are with your product, service or brand as a whole. You can use social messaging to measure CSAT by DMing customers and asking them how likely they are to refer your business. Or by working with your customer care team to formalize a survey for after interactions.
- **Impressions.** The number of times a piece of content was displayed to users. Impressions can indicate how well you're promoting your account, content, campaigns, ads, etc.
- **Brand mentions.** This number tracks how many times a brand is mentioned in posts/comments, whether the brand is directly tagged or not.
- **Share of voice (SOV).** This indicates where your brand ranks in the market compared to competitors. SOV can help you

understand how much of the industry conversation your brand dominates.

- **Conversation rate.** This metric measures how many people you convert to take a desired action on social, such as making a purchase, downloading gated content, or signing up for a free trial, webinar, newsletter, etc.

An effective social media marketing strategy is rooted in numbers. That said, those numbers need to be put into context that aligns with your original goals. Conduct **analytics reports** regularly to convey the story behind the metrics and see if your efforts match up to your vision.

Create (and curate) engaging social content

No surprises here. Your social media marketing strategy hinges on your content. At this point, you should have a pretty good idea of what to publish based on your goals, audience and brand identity. You probably feel confident in which networks to cover, too.

But what about your content strategy? Below are some tips, ideas and inspiration that can help.

Defining your content strategy

Coming up with a **content strategy** might seem like a lot of legwork, but it all really boils down to your goals.

- Looking to educate your audience in the B2B space? Publish blogs, news and opinions relevant to your industry.
- Trying to push e-commerce products? Post action shots of your products and photos of others showing off your swag.
- Focused on customer service? Tips, shout-outs and company updates are fair game.

Regardless of what you might post, **coming up with a hashtag** to couple with your content is a brilliant branding move.

Fenty Beauty ✓
@fentybeauty
・・・

The eaziest foundation you'll ever use 💯 #EazeDropStick is available NOW! Swipe, melt, GO GET IT! ✨👉 bit.ly/3KBCcje

This creamy, smooth longwear formula is humidity-, sweat- and transfer-resistant! 💧🚫

0:10

1:12 PM · Aug 11, 2023 · **57K** Views

💬 19   🔁 106   ♡ 589   🔖 43   ↑

Hashtags can be used to get your attention and encourage people to share their photos interacting with your brand.

Salesforce Developers
@SalesforceDevs

Can you believe it? #DF23 🌮 kicks off tomorrow! 🥳

We can't wait to hear about all the latest innovations and exciting news around #AI. What are you most looking forward to? 🤔

1:18 PM · Sep 11, 2023 · **1,962** Views

💬 2   ⟲ 5   ♡ 19   🔖   ⬆️

Find your brand voice

One of the best ways to stand out on social media is to define your distinct brand voice. Chances are you've seen a post from a particular brand that just feels like, well, theirs.

The quippy, casual tone that makes Discord's X presence beloved by casual users and moderators alike is a great example.

Discord ✅
@discord

shoutout to all the lurkers in my server you know who you are

1:00 PM · Aug 21, 2023 · **359.3K** Views

💬 242   ⟲ 286   ♡ 4,093   🔖 21   ⬆️

Of course, not every company will benefit from the same sort of tone. The key is to present yourself as a human rather than a robot. Adopt a consistent brand voice and style that's appropriate for your business.

The importance of sticking to content themes

From graphics to Reels and beyond, many brands rely on the same content formats and creative touches time and again. These themes can help you become more consistent and zero in on a content strategy that makes sense.

For example, you might cycle between memes, product photos and user-generated content while sticking to a defined colour scheme. If you're struggling to keep up with all these sources of social content, consider **social media management tools** that help you organize your media library and schedule your posts in advance.

Stories and time-sensitive posts

Stories aren't going anywhere. Tapping into your followers' FOMO (fear of missing out), **Stories-style content** is both interactive and can't-miss. Popping up first in your followers' feeds by default, this content can help your brand's account "skip the line" and stay fresh in your audience's minds.
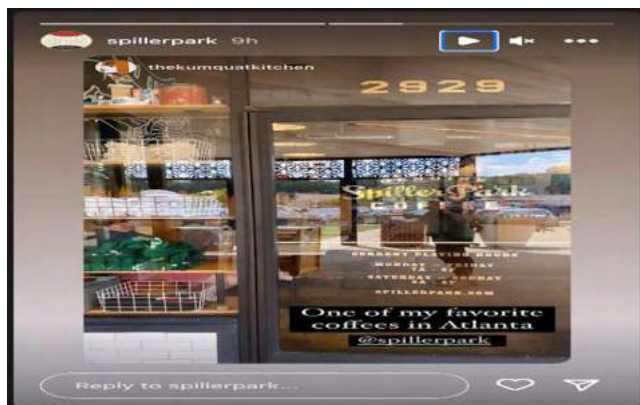
Stories are especially valuable for taking your followers behind-the-scenes and making your social feed feel more personal. For example, consider how you can use Stories to cover an event or take your followers on a journey without them having to leave the comfort of the 'gram.

Short-form video

Thanks to the rise of **TikTok** and **Instagram Reels**, social video is booming. Short-form productions continue to dominate the social space across all platforms due to their high engagement rate.

Social's 2022 Index data shows that consumers find short-form videos 2.5x more engaging than long-form ones. Some 66% of consumers report paying the most attention to short-form content as well.

Thanks to advancements in **DIY and remote video production**, you don't need massive budgets to be successful. All you need is a laptop or smartphone and a few tricks of the trade, like **video length best practices** and **editing tools**.

Posts that show off your brand's uniqueness and human side

Both personal and personable content should be a cornerstone of your social media marketing strategy. Don't be afraid to remind followers of the humans behind your posts. Remember that over a third of consumers are looking for authentic, original content from brands.

For example, Zoom has excellent original content on their Instagram and TikTok accounts, like this Reel that explores the different signs in the workplace:

Collaborate with creators

If you haven't already, it's time to tap into the **creator economy**. The Sprout Social Index™ shows that 25% of consumers remember brands that collaborate with content creators and influencers. Social partnerships are very effective when executed correctly: they can help drive traffic to your website, produce compelling content and inspire purchase decisions.

But consumers care about creators' qualifications, so choose wisely. The two most important qualifications of **content creators working with brands** is their experience with the product/service and their authenticity.

Identify creators who align with your brand and consider how they can help you craft stand-out content for your audience.

Pro-tip: conduct a competitive analysis to help your content stand out

Before you start creating content, you should have a good idea of what your competitors are up to.

While some brands might want to look into third-party **competitor analysis tools** to dig deeper into their competitors' numbers, you can learn a lot from a simple review of your competitors' social presence.

The simplest way to find competitors is through a Google search. Look up your most valuable keywords, phrases and industry terms to see who shows up.

Then, see how their social channels compare to your own. The goal here isn't to copycat or steal your competitors' ideas. No two companies' social media marketing strategies can be (or should be) the same. Instead, determine what's working for them and what conclusions you can draw to adapt your own campaigns accordingly.

Make your social presence as timely as possible

Timeliness is arguably more important than ever for marketers. Not only are you expected to put out fresh content regularly, but also to always be "on" for your followers. But you can't always expect customers to operate on your clock. And timeliness is a tall order when you're strapped for resources or are part of a small team.

Let's look at some ways to maximize your schedule and your time spent on social media.

Assemble your content calendar

Use a content calendar to plan out your posts and stay organized. Knowing in advance what you're going to post will save you a lot of time and keeps you from posting the same pieces of content too frequently.

You should also consider taking advantage of artificial intelligence (AI) technologies and automation so you can serve and engage with customers when your team is offline, which leads us to our next point.

Respond to your customer questions and shout-outs ASAP

Your customers want speedy responses, but it's likely impossible to respond to every message across multiple channels manually. Lean into AI to help execute faster. For example, you can use chatbots or automated replies to connect with customers when your team is offline.

The 2023 Index shows 81% of marketers say AI has already had a positive impact on their work. But marketers aren't just using AI to increase efficiency–they're using it to scale their entire customer care strategies.

Over half of marketers plan to use customer self-service resources like FAQs, forums and chatbots to grow their social customer care strategy. Nearly half of brands say they will use AI and automation to handle basic customer inquiries and tasks.

Evaluate and improve your social media strategy

By now you should have a big-picture understanding of your social media strategy. However, it's important to adapt your strategy throughout the year.

Without continuously analysing your efforts, you'll never know how one campaign did over another. Having a bird's eye view of your social media activity helps put things into perspective. This means looking at your top-performing content and adjusting your campaigns **when your content stalls**.

Doing social media marketing right starts by being diligent about your data. You can be reactive in the short term to get the most out of your running campaigns, and then proactively use these takeaways to inform your next strategy overhaul.

Bring other departments into the mix

Social media teams have a unique advantage when it comes to understanding customer sentiment. You're the eyes and ears for your brand online. Those insights can do more than just inform marketing strategy. They can transform your business. Stand-out social media teams will approach cross-department collaboration with enthusiasm and intention.

Which departments can benefit from social data?

The short answer? All of them. Index data shows 76% of social marketers say their team's insights inform other departments.

However, don't bite off more than you can chew. Instead, start where you think you can make the most impact. Here are a few ideas to jumpstart your strategy.

Human Resources

Collaborating with human resources on social-first **employer brand initiatives** can do more than just fill open roles quickly. It can attract stronger, more qualified candidates as well. Many companies have embraced **social recruiting** strategies, such as publishing **creative "we're hiring" posts** on LinkedIn to attract top talent.

Sales

Data from the 2023 Social Index notes marketers plan to track conversations and sales directly resulting from social efforts in 2024 to better connect the value of social to business goals. **Sharing social insights with your sales organization** can empower reps to work smarter in the context of increasingly digital customer journeys. Consider learning more about **social selling** to leverage the power of online networks even further.

Product and merchandising

You've probably received quite a few feature or product requests while managing your brand's social inbox.

This guide highlights plenty of moving pieces to maintain a modern social presence. That said, putting together yours doesn't have to be a drag.

If you set actionable goals and address each of the steps above, you'll already be way ahead of the curve when it comes to your social media marketing strategy.

4. Discuss strategies for mitigating risks and maximizing benefits when engaging with social media platforms

Social Media Risk Mitigation Strategies

Standard risk mitigation strategies and approaches are not designed with social media in mind. Businesses suffer brand reputation damage, stock markets witnessed fraudulent postings, and financial service providers have been forced to erase their social media presence due to negative feedback.

Networking sites offer a plethora of benefits for brands in terms of visibility, communication, and customer reach. At the same time, they are faced with many financial, reputational, safety, and compliance risks.

There is always a risk of something going wrong because of the number of people involved in social media marketing, the number of communication channels used, or the volume of information shared and managed. Whether it is overwhelming followers with long or tedious posts or data leakage, risks occur in many ways.

To prevent this scenario from happening, it is important to develop social media risk mitigation strategies with a focus on content control, malware, compliance, and employees wasting company time.

Malware and Hacker Attacks

Companies face a multitude of social media risks but it appears that malware is one of the problems that worry marketers the most.

Companies face a multitude of social media risks but it appears that malware is one of the problems that worry marketers the most. A 2020 survey involving 600 senior IT and security professionals reveals that malware is a concern for 69 percent of respondents, followed by data loss (59 percent), account compromise (50 percent), and infiltration (42 percent). That malware attacks worry businesses is not surprising. Hackers can cause huge reputation damage by gaining access to social media accounts.

Giannis Antetokounmpo

In 2020, for example, hackers gained access to NBA MVP Giannis Antetokounmpo's bank, email, phone, and social media accounts. The tweets included racial slurs, inappropriate language, and a claim that the player tested positive for Covid-19. Even when the messages got deleted, some media outlets kept posting screenshots to cover the story.

Fifteen NFL teams also got their Instagram, Facebook, and Twitter accounts hacked in 2020, and the group Our Mine claimed responsibility for the hacks. Their banners and profile photos disappeared, with strange messages being tweeted out (Insider). While these cyber-attacks are relatively benign, they still caused reputation damage and hassle for the players involved and it isn't only major league players that cybercriminals are targeting. A 2019 survey by Statista shows that 19 percent of businesses worldwide were targets of 11 – 25 attacks and 33 percent of companies of 1 to 10 cyberattacks. Obviously, businesses should be vigilant in their safety and security efforts to protect their social media accounts. One way to minimize risk is to always use a private WI-FI network that adds an extra level of security.

Hackers can and do create fake networks to steal sensitive information. For example, if employees use business devices in McDonald's and join a fake McDonalds Guest network, their work and social media accounts will be accessible to cybercriminals.

Many hackers also create social media profiles to steal information. To prevent identity theft and fraudulent account activity, it is important to confirm the identity of users sending friend requests. Most social media networks have a way of showing whether an account is verified or not. Tweeter, for example, adds a blue checkmark to verify accounts such as Office Small Biz, 10K Small Entrepreneur, and Google Small Biz.

Content Control

Everyone makes mistakes but some mistakes can cause significant reputational damage, resulting in the loss of market share and social and financial capital. Disrespectful language and insensitive comments by employees should never be tolerated, including offending users and posting defamatory statements and incorrect information.

Consider the following two examples. A customer who didn't like the pumpkin pie at Marc Orfaly's restaurant in Boston complained about the restaurant's Facebook page. The manager/chef unloaded on her by posting: "Judging by how fat your face looks, you most likely shouldn't be eating any more desserts"

The Twitter account of StubHub posted a message saying "Can't wait to get out of this stubsucking hell hole" It is not clear whether that was a disgruntled employee or someone who had hacked the account, but it is an example of a message that can ruin a company's reputation.

In some cases, social media risks happen over disputes over the use of a brand's name. Nike has recently taken court actions against the creative collective MSCHF over their collaboration with Lil Nas X on the Satan Shoes- made using Nike Air Max 97s. The pair of sneakers caused a controversy among religious groups. Nike claims it has nothing

to do with the creation of the shoes has taken legal actions in an attempt to distance the brand from the sneakers.

Lil Nas X with the Satan Shoes

In addition to using inappropriate or disrespectful language, other risks include information overload, loss of quality, disclosure of confidential information, and outdated content. Loss of quality refers to posting messages that are short and less comprehensible, sharing irrelevant content, and posts that are useless for the company itself or customers.

Loss of privacy or exposure of personal information occurs when information shared on social media results in unwanted exposure. This can be attitudes, product preferences, date of birth, or job position.

To keep control over the content, it is important to provide team members with social media guidelines covering details like language, grammar, tone of voice, and formatting. This will help ensure that everyone's tone of voice is on the same page.

Additionally, team members should be able to answer basic questions such as: What do you stand for? What makes you unique? What are your promise and purpose? Who are your competitors? Inconsistent answers to these questions could spell trouble for your social media content marketing efforts.

Compliance

This risk category includes failure to comply with various industry regulations and laws such as data protection, privacy, third-party liability,

and breach of confidentiality. Compliance risk can result in material loss, financial forfeiture, and legal penalties. Breach of confidentiality, for example, refers to disclosure of know-how, trade secrets, and confidential information. As employees discuss all sorts of topics online, outside and during work hours, data can leak and result in material loss or reputation damage.

This can happen when employees share information about upcoming products, technologies in use, or internal email addresses. Other types of leaks occur when people share their personal phone numbers, vacation or travel plans, personal life, and other non-business information. Such oversharing puts both employers and employees at risk and aids criminals looking to breach businesses.

Copyright infringement can also result in criminal and civil penalties. It involves sharing content such as writing, music, and photos protected by law without having use rights. One example of copyright infringement is where a customer purchases a product and shares a post discussing its benefits. The author of the post is the first owner of the copyright. The

company offering this product can repost the article only after obtaining the author's permission. Publishing without consent could subject the company to liability for copyright infringement.

Additionally, social media use can implicate legal issues such as advertising and marketing regulations, defamation, and workplace discrimination and harassment. To minimize compliance risk, businesses need to incorporate social media use clauses into their internal guidelines, procedures, and policies. It is also the duty of employers and senior-level managers to supervise their employees while handling company accounts.

## Employees Wasting Company Time

Social media can be a competitive advantage. But it can also be addictive and disruptive when employees spend too much time on it. This can result in a loss of productivity in the workplace. Indeed, a Pew Research Centre survey found that employees mainly use social media for non-work purposes. More than 1/3 of the respondents or 34 percent use networking sites to take a mental break from work while 27 percent use social media to connect with family and friends. Only 12 percent of

people say they use networking sites to ask work-related questions to persons inside their company.

One way to limit social media use at work is to develop a formal policy or code of conduct and notify employees that the company has the right to monitor use. Another way to go about this is to block access to networking sites on company-owned electronic devices and computers. This can be a good alternative for larger organizations that lack the human resource to monitor social media use.

Summing Up
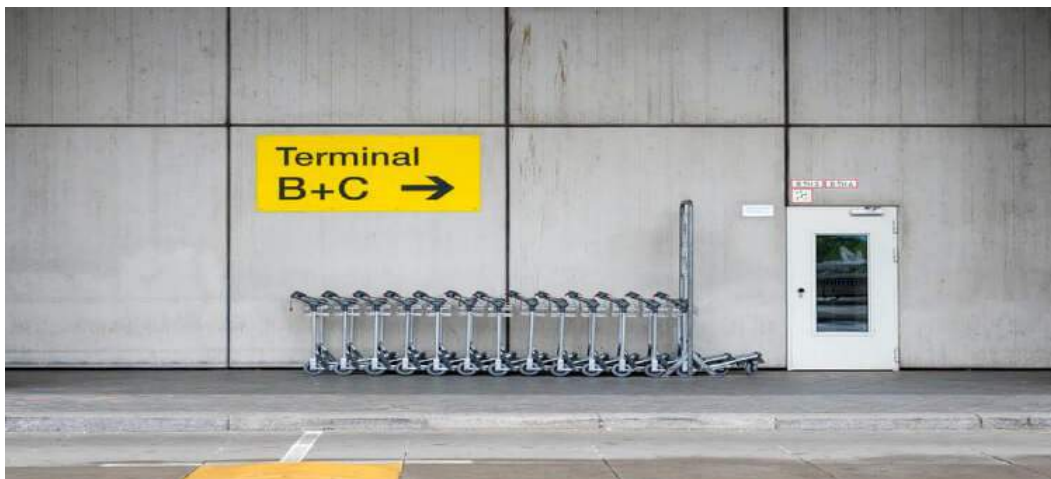
Social media has changed the way brands engage with customers and promote their business. If it is not managed properly, however, social media can open companies up to significant reputational, legal, and financial risks. To prevent this scenario and keep abreast of exposure, businesses must develop sound social media risk mitigation strategies. Brands can effectively manage compliance risk by staying current on changing regulations and laws in areas such as defamation, disclosure,

and confidentiality. Some companies also opt for additional coverage such as media liability insurance. Second, it is important to incorporate social media clauses into internal policies and guidelines. Examples include clauses on workplace social media use and guidelines for creating content. Finally, businesses should be vigilant in their security efforts to avoid getting hacked and secure their social media accounts.

A broader approach to mitigation involves risk identification, description, and categorization. This approach allows companies to determine whether risk originates from technical or human causes. Focusing on the root of the problem enhances overall safety and security, content quality, and social media communications.

Maximizing benefits when engaging with social media platforms

Have you ever wondered why some social media accounts have thousands of followers and receive high engagement, while others struggle to gain traction? The truth is, there's a lot more to social media success than just posting regularly. In order to maximize your reach and engagement on these platforms, you need to understand the intricacies of each platform and implement effective strategies. In this article, we'll dive into the best practices for increasing your visibility and engagement on some of the most popular social media platforms, including Facebook, Instagram, Twitter, and LinkedIn. Whether you're a business owner, influencer, or just looking to grow your personal brand, these tips will help you maximize your social media presence and reach your target audience.

Understanding the Algorithm: How social media platforms determine what content to show

Have you ever noticed how some posts on your social media feed seem to be prioritized over others? That's because social media platforms use

algorithms to determine what content to show users. But what exactly is an algorithm, and how does it work?

An algorithm is a set of rules and processes that determine what content is displayed in a user's feed. These algorithms take into account a variety of factors, including the user's engagement history, the timeliness of the content, and the type of content being posted. Essentially, the algorithm is designed to show users the most relevant and engaging content, based on their individual interests and behaviours.

So, how does this impact your social media strategy? It's important to understand the algorithms of each platform you're using, as they can greatly impact the reach and engagement of your posts. For example, on Instagram, the algorithm prioritizes posts from accounts that the user interacts with regularly, such as those they follow and those they've liked in the past. This means that if you want to reach a wider audience on Instagram, it's important to not only create compelling content, but also to engage with your followers and build relationships with other accounts in your niche.

By taking the time to understand the algorithms of each social media platform, you'll be able to better target your audience and increase your reach and engagem Have you ever wondered why some social media accounts have thousands of followers and receive high engagement, while others struggle to gain traction? The truth is, there's a lot more to social media success than just posting regularly. In order to maximize your reach and engagement on these platforms, you need to understand the intricacies of each platform and implement effective strategies. In this article, we'll dive into the best practices for increasing your visibility and engagement on some of the most popular social media platforms, including Facebook, Instagram, Twitter, and LinkedIn. Whether you're a business owner, influencer, or just looking to grow your personal brand, these tips will help you maximize your social media presence and reach your target audience.

Creating Compelling Content: Tips for creating visually appealing and engaging posts

Creating compelling content is one of the most important aspects of maximizing your reach and engagement on social media. After all, if your content isn't visually appealing or engaging, users are unlikely to stop and take a look. So, how do you create content that stands out in a crowded feed? Here are a few tips to get you started:

1. Keep it visually appealing: Use high-quality images and videos, and utilize design elements like color, typography, and graphics to make your content stand out.
2. Be authentic: People are drawn to authenticity and genuine content, so try to be true to yourself and your brand in your posts.
3. Know your audience: Understand what your target audience is interested in and create content that speaks directly to them.
4. Make it shareable: Design your content in a way that makes it easy for others to share with their own followers.
5. Tell a story: People love a good story, so try to create content that tells a story and captures the imagination of your audience.
6. Utilize call-to-action: Encourage your followers to engage with your content by including calls-to-action in your posts.
7. Experiment with different formats: Try experimenting with different types of content, like infographics, slideshows, and live videos, to see what resonates with your audience.

By following these tips and putting thought into your content creation process, you'll be able to create visually appealing and engaging posts that will help you reach a wider audience and increase your engagement on social media.

Timing is everything: The best times to post for maximum visibility and engagement

Have you ever posted on social media and felt like you were shouting into the void? It can be disheartening when your posts don't receive the engagement you were hoping for. But, did you know that timing can play a huge role in the success of your social media posts? That's right, timing is everything when it comes to maximizing your reach and engagement.

So, when is the best time to post? The answer to that question depends on a variety of factors, including your target audience, the type of content you're posting, and the platform you're using. However, there are a few general guidelines that you can follow to increase the visibility and engagement of your posts:

1. Know your audience: Understanding the habits and routines of your target audience can help you determine the best times to post. For example, if your audience is primarily made up of 9-5 workers, you may want to avoid posting during the workday when they're likely to be busy.

2. Test different times: Experiment with posting at different times to see what works best for your particular audience and content.
3. Utilize analytics: Most social media platforms offer analytics that can help you understand when your followers are most active. Use this information to determine the best times to post.
4. Take into account time zones: If your audience is global, be mindful of the time zones they may be in and adjust your posting schedule accordingly.

By following these tips and paying attention to the timing of your posts, you'll be able to increase the visibility and engagement of your content and reach a wider audience on social media.

Hashtags and Keywords: The role they play in increasing reach and engagement

Hashtags and keywords might seem like small details, but they can play a big role in increasing your reach and engagement on social media. Essentially, hashtags and keywords act as a way for people to discover your content and for social media algorithms to understand the context and relevance of your posts. Here's how they work:

1. Hashtags: Hashtags are essentially labels that help categorize your content and make it easier for people to find. When you include relevant hashtags in your posts, you increase the visibility of your content to people who are searching for those particular hashtags.
2. Keywords: Keywords are the words and phrases that describe the content of your post. When you include relevant keywords in your posts, you make it easier for social media algorithms to understand the context and relevance of your content, which can help increase the visibility and engagement of your posts.

It's important to use hashtags and keywords strategically. Overusing hashtags or using irrelevant hashtags can actually hurt your reach and engagement, as it can make your content appear spammy. Instead, focus on using a few relevant hashtags and keywords that accurately describe the content of your post.

By including relevant hashtags and keywords in your posts, you'll be able to increase the visibility and engagement of your content and reach a wider audience on social media.

Building a Community: Strategies for creating a loyal following and interacting with your audience

Building a community on social media is key to maximizing your reach and engagement. A strong, loyal following can help increase the visibility of your content and create a two-way conversation with your audience that can drive engagement and growth. So, how do you build a community on social media? Here are a few strategies to get you started:

1. **Engage with your followers:** Respond to comments, like and share posts from your followers, and start conversations to show that you value their engagement.
2. **Create a consistent brand identity:** Develop a consistent visual identity and tone of voice for your social media profiles to establish a strong brand presence.
3. **Share exclusive content:** Offer your followers a behind-the-scenes look at your business or share exclusive content that they won't find anywhere else.
4. **Host events and promotions:** Host events, contests, and promotions to bring your community together and create a sense of excitement and anticipation.
5. **Encourage user-generated content:** Encourage your followers to share their own content, whether it's through a hashtag campaign or a customer showcase.
6. **Provide value:** Offer valuable information, tips, and resources to your followers to show that you are invested in their growth and success.

By implementing these strategies and actively engaging with your audience, you'll be able to build a strong, loyal community on social media that will help increase your reach and engagement.

Leveraging Video Content: The importance of video in increasing reach and engagement

Video content has become a powerful tool for increasing reach and engagement on social media. In fact, video is one of the most engaging forms of content, as it combines audio, visual, and text elements to create a dynamic, attention-grabbing experience for viewers. So, why is video such an effective tool for maximizing your reach and engagement on social media? Here are a few reasons:

1. **Increased engagement:** Video content is highly engaging and can often generate higher levels of engagement than other types of content, such as text or images.
2. **Wider reach:** Video content is more likely to be shared and go viral, which can help increase the visibility of your content and reach a wider audience.
3. **Improved storytelling:** Video content allows you to tell a story and communicate complex ideas in a way that is easy for viewers to understand.
4. **Increased audience retention:** Video content is more likely to hold the viewer's attention, which can lead to increased engagement and better results for your social media campaigns.
5. **Versatility:** Video content can be used for a variety of purposes, including product demonstrations, tutorials, behind-the-scenes footage, and more.

By incorporating video content into your social media strategy, you can increase the reach and engagement of your content and connect with your audience in a more meaningful way. Whether you're creating short, snackable videos or longer, in-depth tutorials, video content can help you achieve your social media goals and drive business success.

Utilizing Influencer Marketing: Partnering with influencers to reach a wider audience

Influencer marketing is a strategy that involves partnering with influencers to reach a wider audience and increase the visibility and engagement of your content. Influencers are individuals who have a large following on social media and the ability to influence the purchasing decisions of their followers. By partnering with influencers, you can leverage their audience and credibility to promote your brand and reach a new, targeted audience.

Here's how influencer marketing works:

1. **Identifying the right influencers:** Find influencers who have a following that aligns with your target audience and who have a genuine interest in your brand and industry.
2. **Developing a partnership:** Work with the influencer to create content that promotes your brand and resonates with their followers. This could be in the form of sponsored posts, product reviews, or co-created content.

3. Measuring success: Track the success of your influencer marketing campaigns by measuring metrics such as reach, engagement, and conversions.

Influencer marketing can be an effective way to reach a new, targeted audience and increase the visibility and engagement of your content on social media. However, it's important to work with the right influencers and to create a genuine, authentic partnership that aligns with your brand and resonates with your target audience.

Measure and Analyse: The importance of tracking your performance and adjusting your strategy

Measuring and analysing your performance on social media is critical to maximizing your reach and engagement. By tracking key metrics, you can gain insights into what's working and what's not, and make informed decisions to improve your strategy. Here are a few reasons why measuring and analysing your performance is important:

1. Identifying strengths and weaknesses: By tracking your performance, you can identify your strongest and weakest areas, such as the types of content that generate the most engagement or the times of day when you receive the most traffic.
2. Making data-driven decisions: With access to performance data, you can make informed decisions about your social media strategy, such as adjusting your posting schedule or experimenting with new types of content.
3. Improving ROI: By measuring and analyzing your performance, you can determine the return on investment of your social media efforts and make adjustments to improve your results.
4. Staying ahead of the competition: By tracking your performance, you can stay up-to-date on industry trends and adjust your strategy to stay ahead of the competition.

Tracking and analyzing your performance on social media is essential to maximizing your reach and engagement. By using data to inform your decisions, you can continually improve your strategy and achieve better results. Whether you're using built-in analytics tools or third-party software, measuring and analyzing your performance is an important step in maximizing your social media success.

Staying Up-to-Date: The importance of staying current with changes in algorithms and best practices

Staying up-to-date with changes in algorithms and best practices is critical to maximizing your reach and engagement on social media. Social media platforms are constantly evolving, and it's important to keep up with the latest updates to ensure that your content is being shown to the right people at the right time.

Here's why staying up-to-date is important:

1. Algorithm changes: Social media algorithms are the behind-the-scenes formulas that determine what content is shown to users. As these algorithms change, it's important to understand how they work and adjust your strategy accordingly to ensure that your content continues to be seen by your target audience.
2. Best practices: The best practices for social media are constantly changing as the platforms evolve and new trends emerge. By staying up-to-date with the latest best practices, you can ensure that your content is optimized for maximum reach and engagement.
3. Staying ahead of the competition: Staying up-to-date with changes in algorithms and best practices will help you stay ahead of the competition and continue to reach and engage with your target audience.
4. Maximizing results: By staying up-to-date with changes in algorithms and best practices, you can make the most of your social media efforts and achieve the best results possible.

In conclusion, staying up-to-date with changes in algorithms and best practices is essential to maximizing your reach and engagement on social media. Whether you're a seasoned social media pro or just starting out, it's important to stay informed and adapt your strategy to ensure that your content continues to reach and engage your target audience.

Maximizing Your Reach on Each Platform: Specific tips and tricks for each social media platform

Maximizing your reach on each social media platform requires a tailored approach that takes into account the unique features and algorithms of each platform. Whether you're looking to reach a wider audience on Facebook, boost engagement on Instagram, or connect with

professionals on LinkedIn, there are specific tips and tricks that can help you achieve your goals.

Here are a few examples:

1. **Facebook:** To maximize your reach on Facebook, it's important to use eye-catching visuals and engaging captions, post regularly, and take [advantage of Facebook groups](#) and communities to reach a wider audience.
2. **Instagram:** On Instagram, visuals are king. To maximize your reach, focus on creating visually stunning content, using hashtags and location tags, and engaging with your followers by responding to comments and messages.
3. **LinkedIn:** LinkedIn is a professional networking platform, so it's important to focus on creating content that showcases your expertise and connects with your target audience. To maximize your reach, consider posting regular updates, participating in LinkedIn groups, and engaging with other users through comments and likes.
4. **Twitter:** Twitter is all about quick, concise updates. To maximize your reach, consider using hashtags, tweeting regularly, and engaging with other users by retweeting, commenting, and liking their tweets.

Each social media platform has its own set of features and best practices, and the key to maximizing your reach is to understand what works best for each platform. Whether you're a small business owner, a marketer, or a social media influencer, understanding the specific tips and tricks for each platform is an essential step in maximizing your reach and engagement on social media.

Summary

Social media is a powerful tool for connecting with your target audience, but with so many platforms to choose from, it can be overwhelming to know where to start. Maximizing your reach and engagement on social media requires a strategic approach that takes into account the unique features of each platform, as well as best practices for creating compelling content, building a community, and leveraging the power of video and influencer marketing.

To get the most out of your social media efforts, it's important to understand the algorithms that determine what content is shown to users, as well as the importance of timing, hashtags and keywords, and

measuring and analysing your performance. Additionally, staying up-to-date with changes in algorithms and best practices is crucial to achieving the best results on each platform.

Whether you're looking to reach a wider audience on Facebook, boost engagement on Instagram, or connect with professionals on LinkedIn, the key to maximizing your reach and engagement on social media is to understand the specific tips and tricks for each platform, and to create a strategy that works for you and your audience.