

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.*

ANS :

What is social media?

There are many forms of digital communication, but not all are considered social media. Social media refers to websites or applications that support content sharing, user interaction and the exchange of messages within a collaborative framework. The emphasis here on sharable content and social interaction is key. While many platforms support uploading content, social media enables greater engagement and collaboration between users.

Modern social media platforms

Although many social networking sites shut down over the years and faded into obscurity, there are still many social media apps for modern users to choose from. No longer the domain only of the youth, some of these networks have been able to maintain a strong hold over older demographics even as they win new users. The most successful ones have become ubiquitous, with major businesses, famous individuals and everyday users maintaining accounts.

LinkedIn (2003)

The only professional-focused community on this list, LinkedIn was the original business networking tool and has maintained its social position throughout the last 20 years. Both users must agree to be first connections, but anyone can "follow" another member and see their public posts. In-platform messaging tools, comment sections and an interactive job board help professionals develop their networks and follow the careers of those they know.

LinkedIn has been owned by Microsoft since 2015 and has become a popular place for people to showcase their work histories and publicize their achievements.

Face book (2003)

Perhaps the most well-known social networking app of the modern age -- with an average of 2 billion daily active users -- Facebook was created by Mark Zuckerberg in his Harvard dorm room. Originally only available to Harvard students and then those with an American college address, Facebook quickly expanded and was the third-most visited website of 2022, after Google.com and YouTube.com.

The platform lets users "friend" each other, share pictures and videos, engage with each other's posts, and create events. Small businesses and community pages are also a big draw for users, creating miniature networks within the larger Facebook network.

Facebook is free to use but has made money through ads and selling user data. It also now offers a paid verification option, which proves a user's identity. The company has faced criticism for its handling of private information and a few data breaches.

YouTube (2005)

YouTube is the go-to platform for video content, counting more than 2.5 billion monthly visitors who consume as much as a billion hours of content collectively each day. It launched in February 2005 and was bought by Google a year later. YouTube is now the second-most visited website in the world, after Google Search.

While predominantly a viewing platform, YouTube's comment section, interactive live streams and "Community" feature enable the kind of collaborative engagement that defines social media. Users can subscribe to channels, create their own and respond to each other's content. A comprehensive advertising model has also made it a popular revenue stream for individual creators and businesses alike, with many millionaire influencers originating on the YouTube platform.

Reddit (2005)

Reddit is beloved for its old-school aesthetics and simple, text-heavy aesthetic. This website encourages users to up vote or down vote other people's posts, in addition to commenting on them. These votes dictate how visible a post is on the platform. Redditors can also create "subreddits" within the community and share posts, pictures, videos and links, with a mix of administrator- and member-moderators.

There is a greater sense of being run by the community rather than other social media networks, which has made Reddit popular with niche groups that want a safe place to convene online. However, Reddit has recently come under fire for charging for access to its API.

Twitter (2006)

Twitter has been the platform of choice for many writers and creatives due to its focus on microblogging; each post has a set character limit of 280, so users must be concise. Twitter also replaced the mutual friends model with the follower model, where anyone can opt in to see public posts -- or tweets -- of other users in a central newsfeed. This made it easier for people to grow a following and establish a public identity while still allowing for private messages and tweets. Images, videos and links can also be shared, but the emphasis has always been on text captions.

Billionaire Elon Musk acquired the platform in 2022, and it is currently undergoing some changes, such as replacing its legacy "blue check" verification system with a new paid subscriber system.

Tumblr (2007)

Tumblr is another microblogging platform, popular with younger demographics and fandoms. Users can create and follow each other's blogs, in which they share text or multimedia posts. Instead of a newsfeed, Tumblr members have dashboards that highlight recent posts from people they follow. Users can also ask questions of other blogs anonymously and not associated with their account.

Pinterest (2010)

2010 saw the emergence of photo-dominant platforms, beginning with Pinterest. This site lets users bookmark, or "pin," images from the internet and collate them into different themes and boards. A digital version of a traditional pinboard, Pinterest also added a community aspect by letting users "re-pin" each other's posts and follow each other's boards. Users can upload content from elsewhere on the internet and use Pinterest as a personal catalog. They can also browse existing images that others have uploaded.

Instagram (2010)

Although originally the domain of photographers and artists, Instagram quickly became popular across all ages and backgrounds. Like Twitter, following people on Instagram can be a one-way relationship, which has made it popular with celebrities and other public figures. However, users can also set their profile to private, which requires them to approve any potential followers.

On each post, followers can like, comment or save the image. The photo-heavy platform has a "Stories" function where all content only lives online for 24 hours, similar to SnapChat's temporary content. More recently, Instagram launched a dedicated short video product, Reel, to compete with other video-first networks.

The platform has been owned by Facebook -- now Meta -- since 2012.

Snapchat (2011)

Snapchat's appeal is short-form content, with peer-to-peer and public "Stories" functions. This emphasis on temporary communications and inclusion of various fun filters has made it popular with a younger crowd. Snaps can be pictures or videos, and users can add text, visual effects or drawings to both. While it is possible to take a screenshot of a temporary message and therefore make it permanent, doing so will alert the sender.

Most recently, Snapchat introduced a new AI chatbot called My AI, which can respond to queries. My AI is a generative AI tool powered by OpenAI's ChatGPT.

Discord (2015)

Discord is a little different from the other platforms on this list, with an emphasis on voice calls as well as written communication. Discord supports real-time instant messaging, video calls and voice calls across all the major platforms: MacOS, iOS, Windows and Android.

The site has a large gamer membership due to the voice call technology, but it has also found popularity among smaller communities who want to set up their own private servers within Discord. Each server can support up to 800,000 members, and the platform is free to use.

TikTok (2017)

Despite being the newest addition to this list, TikTok quickly became one of the most popular social media networks for a younger audience since it launched in the U.S. market. Although the platform recently adjusted its settings to accommodate longer videos, the premise is short-form video content and the ability to duet with other users on the platform, increasing interaction between members. Each video post lets users like, comment, save and share. Users can also layer saved audio tracks over their videos, which helps users find related content. An AI algorithm delivers suggested content to members' "For You" page, leading to a highly curated experience.

Brief fads

Though those titans of social media all found success, other apps have struggled to find the same audience. Clubhouse was a brief addition to the market in 2019, which offered an audio chat room experience -- a sharp difference to the visual focus of competitors. Despite the growing market for podcasts and other audio content, Clubhouse never quite found its niche, and in April 2023 the company cut its staff by 50%. Vine was a short-form video platform that Twitter bought in 2012 but ultimately discontinued in 2017.

How does social media affect society?

Social media has many uses, including sharing personal updates with friends, brand marketing and publicizing professional work.

Some pros include the following:

- Users can connect instantly with an audience, fostering relationships and building valuable communities.
- Brands can grow an audience and compete with larger rivals.
- Jobseekers can find new career opportunities.
- Local communities can organize around politics or social issues.
- Users can seek out like-minded people as well as connect with family and friends.

But there are also some cons to social media:

- Users can hide behind anonymous accounts and attack other members online.
- Users can spread disinformation.
- Users can exacerbate their insecurities by seeing unrealistic portrayals of their peers.
- The platforms are at risk of data breaches.

How has the role of social media changed?

Initial social media platforms were targeted at the public and designed to help people connect digitally with friends. Over time, they have become spaces welcoming commercial business, brand marketing and the collection of user data. As user bases grew, small communities developed within these larger networks, making them resources for local organizing and finding new connections. The high levels of engagement also made these social networks valuable channels for public figures to share their messages with a large audience without going through traditional media.

Social media has changed not only our powers of thinking, but today governs our behavior and social conducts as well.

Today, social media has created new styles of communication for us, which made huge impact on everyday lives of the people. Social media has brought people with common interests together and expanded the horizon of ideas worldwide. However, there has also been an impact of social media on human behavior and society.

Human behavior changes more when we dabble with technology especially with social media. The daily use of social media by people has increased so much that it is slowly injecting an inflection into our behaviors.

The good impact of social media:

- Social media can add creativity to our thinking as people can share their views and work with others.
- It allows people to explore and become actively involved without the fear of rejection.
- While no one advocates spending hours after hours gaming, social media games can build social connections, improve a person's self-efficacy, boost

their cognitive flexibility and self-control. They can teach students how to deal with successes and failures in real life.

- Social media connectivity with families, friends and some government safety organizations, has resulted in people feeling safe while moving out.
- LinkedIn is one of the greatest example of how networking over social media has helped people in finding the jobs in domain of their interests.

The bad impact of social media:

- Face-to-face interactions which are necessary for development of personalities, learning social skills and communication skills, have been removed from the lives of people, especially younger generations. Children are having a difficult time interacting with others, which might lead to unsociable behaviour.
- Comparison with other lives has been made easy by social media. People become unhappy with their current circumstances, leading to problems with self-esteem and depression.
- Social media use has also been associated with cyber bullying and cyber abuse by anonymous users online, which leads to problems of self-esteem, privacy ,etc.
- Most studies have shown that, social media's violent games result in increase in violent tendencies and behaviours in children.
- Social media has also been used as tool to spread negativity and rumors online which has lead to increase in the instances of violence in the society. For instance - Recently, the rumours of kidnappers over WhatsApp have led to deaths of innocent people in various parts of India.
- With social media it has become nearly impossible to avoid bad news and the negative influences on our lives. This can lead to long-lasting

psychological repercussions and ultimately lead to thoughts of our world falling apart, stress and anxiety.

Key Facts and Figures:

- In 2019, it is estimated that there will be around 2.77 billion social network users around the globe.
- According to a report by we are social, a leading marketing and communications services to organizations in the United Kingdom, the number of people using the top social media platform in each country has increased by almost 1 million new users every day during the past 12 months.
- The global number of people using social media has grown by 13 percent in the past 12 months, with Central and Southern Asia recording the fastest gains.
- Facebook is the most preferred social media platform. With more than 2000 million Facebook user world over, if a country is constituted with them, it would be the world's third largest, behind China and India.
- The other popular social media platforms are You Tube, Instagram, Twitter, Reddit, Whatsapp etc.
- According to the 2017 official report published by Facebook, on average there were 1.40 billion Daily active users of Facebook for December 2017, an increase of 14% year-over-year.
- According to the same source, on average there were 2.13 billion Monthly active users of Facebook as of 31 December 2017, an increase of 14% year-over-year.
- According to forecasts from media analyst firm BIA/Kelsey, U.S. social media advertisement revenues are expected to grow to USD 24.2 billion in 2021.

- A researcher linked to Cambridge Analytica (CA), a political consulting firm had accessed details of 50 million Facebook users. The data was shared with Cambridge Analytica, which used online data to reach voters on social media with personalized messages and swayed 2016 US elections.

2. Differentiate between various types of social media platforms, such as social networking sites, micro blogging platforms, photo-sharing apps, and professional networking sites.

ANS:

1. Social Networking Sites

These are sites mainly used for connecting with friends and family. They focus more on person-to-person conversations. Aside from personal conversations, these platforms encourage knowledge sharing. These platforms accommodate the different types of content formats from text to photos, videos, and other creative forms of content. They are considered the center of communication and a jack of all trades.

Users are able to create unique interesting content, share their thoughts, and create groups based on similar interests. These sites are user-centered and are built around the social needs of the users and everything that is important to them. Businesses and marketers can fully maximize these platforms because they provide an immense amount of data. Also, they are able to reach the right people through adverts with specific metrics and demographics. They also provide the opportunity to engage with users which helps people connect with your brand on a more personal level. Some of such platforms include Facebook, LinkedIn, and Twitter.

2. Image-based sites

Image-based types of content have gained more prominence in recent times. Content like infographics, illustrations, and images capture the attention of users more. Social media apps like Pinterest, Instagram, and Snapchat are designed to amplify the sharing of images. They say a picture is worth a thousand words, and using this can have lots of positive effects.

As a business, you can encourage your audience to generate unique content as a way of engaging with your brand. You can also use pictures to tell personal stories, inspire, and engage with your audience. Businesses can also use these platforms to boost sales through shoppable posts and images. Platforms like Instagram and Pinterest allow business accounts to post images that are linked to their shoppable items. Users are notified when they come across a post with a shopping link and can proceed to the merchant store to complete their transaction.

3. Video sharing/streaming platforms

Video content is one of the most captivating and engaging forms of content. Marketers and businesses have said that they have seen tremendous benefits in using videos. This form of content aids assimilation and understanding, hence why it is largely preferred by users.

People often search for all kinds of things and find video content that answers their questions. As a business or brand, this kind of content can be used to engage with customers, promote a new product, answer questions, or shed light on features and

packages. There are many ways businesses can benefit from such platforms. Aside from having a channel and putting out content, marketers can advertise on these platforms as well. Ads are placed in between videos and advertisements have said they have gotten higher click rates.

4. Discussion forums

Discussion forums are very essential because they allow users to ask questions and get answers from different people. These platforms are designed to spark conversations based on shared interests or out of curiosity. Some of such platforms include Quora and Reddit.

Although people are not as identifiable on these platforms as others, the knowledge and value provided are what makes such a platform relevant. Businesses can get a better understanding of how people feel about certain products, services, or topics pertaining to their niche. It is a way to get unfiltered thoughts and be part of everyday conversations your customers have around certain issues. These platforms can be used to conduct research or answer whatever questions people may have about your industry.

5. Blogs and community platforms

Blogs are a great way for businesses and marketers to reach and provide credible information to their target audience. Platforms like Tumblr and Medium allow users to create a community where people with similar interests can follow them and read all they have to say about certain topics.

Businesses can create blogs on these platforms or on their website to provide more information about the brand. Curating content that also answers questions and allows customers to freely express their views not only establishes you as an expert but also shows your brand is relatable.

Key Takeaways

There are different types of social media that serve various needs and social purposes. Tapping into all these platforms have to offer and making the most of them can enable businesses not only to reach their desired audience but achieve their business goals. There are no strict rules or ways for which some of these platforms can be used and so it is left to you to think up creative ways of connecting with your audience. Content can be used and repurposed across multiple platforms to save yourself the stress and ensure your brand is uniform across all platforms. Try out the different types of social media and find out which is best for your business.

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

Ans:

Concept of social media marketing:

Social media marketing is the process of using social media platforms and websites to promote a product or service. It involves creating and sharing content on social networks in order to achieve marketing and branding goals. Social media marketing is becoming an increasingly popular form of digital marketing, with companies of all sizes and from all industries taking advantage of its reach.

OR

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which can help you achieve success with your social media marketing. Whether you want to build a brand or grow your business, we want to help you succeed.

Purpose and Benefits of Social Media Marketing:

The main **purpose of social media marketing** is to create content that users will share with their social networks, increasing the brand's visibility and reach. This content can be anything from blog posts, product reviews, and videos to images and interactive content. Companies use social media marketing to engage with their customers and build relationships with them.

Social media marketing also helps companies to build loyalty and trust among their customers. By engaging with their customers and responding to their questions and comments, companies can show that they are listening to their customer's needs and concerns. This helps to build trust and loyalty, which can lead to increased sales and customer loyalty.

It can also be used to increase brand awareness and engagement. Companies can use social media to create campaigns and promotions that will be seen by a large number of potential customers. This helps spread the word about the company and its products and services, driving more traffic to its website and increasing its sales.

Social Media Marketing Strategies

1. Establish Your Goals

Before you can begin any social media marketing strategy, you must determine what you hope to achieve. Common goals include increasing brand awareness, driving website traffic, and expanding your reach. Having a clear understanding of what you want to accomplish will help you create an effective strategy.

2. Analyze Your Audience

Knowing who your **target audience** is and what they are interested in will help you create tailored content that will resonate with them. Understanding their age, gender, interests, and other demographics will help you create content that speaks directly to them.

3. Create a Content Strategy

Once you have identified your goals and target audience, you can begin to create content. This content should be engaging, informative, and tailored to your audience. You should also consider the type of content you will post, such as videos, images, and articles.

4. Utilize Automation Tools

Automation tools are essential for creating and managing a **successful social media strategy**. These tools help you schedule posts, monitor conversations, and measure results. Automation tools also allow you to focus on other aspects of your business.

5. Leverage Influencer Marketing

Influencer marketing is a great way to reach a larger audience and build trust with potential customers. Identify influencers in your industry who have an engaged following and invite them to share your content.

6. Track & Measure Results

The only way to know if your social media marketing strategy is successful is to track and measure the results. Monitor the metrics that are most important to you, such as followers, likes, comments, and website traffic. This will help you determine if your strategy is working and make adjustments as needed.

Social Media Marketing Examples

Social media marketing is a great way to reach potential customers and build relationships with your current ones.

1. Contests and Giveaways

Contests and giveaways are popular ways to engage with customers on social media. Companies can use contests and giveaways as a way to boost brand awareness and encourage users to take action. Contests can be as simple as a caption contest or an image-based challenge that requires users to post a picture

of their product or service. Giveaways are typically sweepstakes-style contests where users enter to win a prize. Companies can use contests and giveaways to promote their products or services, build brand loyalty, and generate leads.

2. User-Generated Content

User-generated content (UGC) as the name suggests is content created by users, not brands. UGC can be anything from reviews, photos, videos, or posts about a particular product or service. UGC is a great way to engage with customers and build trust. Brands can use UGC to create content that is more relatable and authentic than traditional marketing methods. UGC can also help brands build a community and increase brand visibility.

3. Paid Advertising

Paid advertising on social media is a great way to increase visibility, reach new customers, and drive conversions. Companies can use paid ads to target potential customers based on their interests, location, or demographics. Paid ads provide the opportunity to reach a larger audience and gain exposure to products and services. Companies can also use paid advertising to promote special offers or discounts, run contests or giveaways, or drive traffic to their website.

Social Media Marketing Platforms

1. Face book

With more than 2.27 billion active users Facebook is one of the widely used social media marketing platforms. It is the first choice for promoting any content as here you target a large number of people that too of different age groups, locations, gender, behavior, interests, etc. On Facebook, you can also create a custom audience list and reach out directly.

Facebook Ad Manager – Facebook Ad Manager is a powerful tool to manage, create, and track your campaigns on the largest social media platform. With this tool, you can create targeted campaigns, optimize your ad spending, and access detailed insights into the performance of your campaigns. Additionally, you can use Facebook Audience Insights to gain valuable insights into your target audience. Finally, Pages Manager allows you to easily manage your Facebook page, including posts, messages, and reviews.

2. Instagram

Instagram is a visual platform that has more than a million monthly active users and also allows you to surface your business to a large audience. Although it does not allow links within the posts yes you will be provided numerous access for showcasing your creativity to the target audience.

Instagram Ads Manager – Instagram Ads Manager is a great tool for managing, creating, and tracking your campaigns on the world’s most popular photo-sharing platform. With this tool, you can create targeted ads and access detailed insights into the performance of your campaigns. Additionally, you can use Insights to gain valuable insights into your target audience. Finally, Creator Studio allows you to easily manage your Instagram page, including posts, messages, and reviews.

3. LinkedIn

LinkedIn is also a nice platform for promoting your business where you can connect with various business partners, recruit new members as well as share your own creativity. Also, it is a good choice for B2B social media marketing. LinkedIn has been ranked as one of the best websites for generating professional leads.

4. YouTube

It is one of the **best social media platforms** for highlighting about your company, its culture, products, and other important highlights. YouTube has almost 2 billion registered users so if you think that your company can create something creative which can be promoted on YouTube then you can definitely use this great platform for promoting your company in an effective way.

5. Twitter

As we know that Twitter is a fast platform where things can get instant reach as here users keep on visiting for new updates. Hence, it makes a good marketing platform where if you keep posting regularly you create a good reputation in the industry where people will come to your page and crave new things. On Twitter, one can easily share blog links, posts, and pages and promote numerous things very easily.

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

ANS:

Risk Mitigation Strategies to Consider:

1. **Risk acceptance.** Risk acceptance acknowledges a risk and accepts its potential consequences without taking further actions to mitigate or eliminate it. This approach is appropriate when the likelihood and impact of the risk are both low, and the cost of addressing it outweighs the potential benefits.
2. **Risk avoidance.** This approach completely avoids the activity that carries the potential risk. For instance, if a customer has a history of defaulting on loans, lending money to that person poses a serious credit risk. To avoid it, an entity may decide to decline the customer's loan application. This approach is suitable when the potential impact of the risk is high and the cost of mitigating it is significant.
3. **Risk transfer.** As the name suggests, risk transference transfers the risk to another party when accepting or avoiding the risk yourself is not feasible – say, purchasing an insurance policy to cover the costs of a data breach. This approach is suitable for risks with a high potential impact and significant mitigation costs. It can, however, result in additional costs, and should be implemented after thoroughly evaluating risks and costs.

4. **Risk sharing.** In this approach, business partners, stakeholders, or other third parties share the risk. If the risk then happens, the responsibility or loss will not fall solely on one party. This approach suits risks with a significant potential impact that cannot be avoided. It's important to establish clear agreements and communication channels in advance to assure effective risk sharing and minimize the potential for disputes.
5. **Risk buffering.** Buffering is the act of adding extra resources, time, or personnel to mitigate the potential impact of a risk. For example, implementing redundant servers or backup systems can reduce the risk of a critical system failure.
6. **Risk strategizing.** Risk strategizing involves creating a contingency plan or "Plan B" for certain risks. For example, if the project's size makes risk management a challenge, developing an alternative plan to manage the project in smaller segments can reduce potential risks.
7. **Risk testing.** Risk testing is the performance of tests (usually many tests) to verify that a project is secure and functions as intended. Make sure you complete the testing phase to meet deadlines and avoid vulnerabilities that threat actors may exploit. A comprehensive risk testing program should include various techniques, such as vulnerability assessments and code reviews, to identify and remediate potential security issues.

8. **Risk quantification.** Accurately quantifying risks allows an organization to determine the potential financial implications of a risk event. This information is critical for making informed decisions about risk transfer through insurance purchases or risk sharing among stakeholders. Moreover, quantifying risks helps you to prioritize them in the risk register based on their potential impact; that allows you to allocate resources more effectively.
9. **Risk reduction.** Risk reduction is the implementation of risk controls to mitigate potential hazards or bad outcomes that may arise during a project or with an enterprise. Reduction helps to enhance the safety and security of the projects and the organization by identifying and addressing potential risks before they become significant.
10. **Risk digitization.** Risk digitization uses digital tools and technologies to transform how businesses recognize, evaluate, control, and reduce risks. This involves integrating digital solutions that provide features such as machine learning, data analytics, automation, and artificial intelligence to enhance the efficacy of risk management systems.

The Benefits of Risk Management Software

1. Improved risk identification.

Risk management software can help organizations improve their risk identification process by using advanced techniques and algorithms to analyze large amounts of data. This allows organizations to identify and mitigate risks early before they become significant issues.

2. Increased efficiency

Risk management software allows organizations to streamline their entire risk management process, from identifying risks to developing response plans. The software automates repetitive tasks such as data entry and risk scoring, which frees time for more critical tasks such as risk analysis and mitigation planning.

3. Better decision-making

Risk management software can provide organizations with real-time insights and data visualization tools to make informed decisions about risk management strategies. The software can analyze risk data and identify patterns and trends, allowing organizations to understand how risks might affect them and the best response (including doing nothing at all).

4. Enhanced compliance

Risk management software helps organizations to assure regulatory compliance. The software offers a range of features, such as automated compliance tracking, reporting, and audit trails, making it easier for organizations to monitor compliance-related risks. Furthermore, risk management software can generate compliance reports in real-time, which provides valuable insights into compliance activities and enables organizations to detect areas of non-compliance and take necessary action quickly.

