

**SCHOOL OF CONTINUING AND DISTANCE EDUCATION**  
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY - HYDERABAD**  
**Kukatpally, Hyderabad – 500 085, Telangana, India.**  
**SIX MONTH ONLINE CERTIFICATE COURSES – 2023**  
**CYBER SECURITY - ASSIGNMENT - 05**

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:

**Top 7 Impacts of Social Media**

**1. The Impact of Social Media on Politics**

A new study from Pew Research claims that about one in five U.S. adults gets their political news primarily through social media. The study also finds that those who do get their political news primarily through social media tend to be less well-informed and more likely to be exposed to unproven claims than people who get their news from traditional sources.

In comparison to other media, the influence of social media in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in the ultimately unsuccessful candidacy of Howard Dean in 2003, then in the election of the first African-American president in 2008, and again in the Twitter-driven campaign of Donald Trump.

The New York Times reports that “The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society.” Because social media allows people to communicate more freely, they are helping to create surprisingly influential social organizations among once-marginalized groups.

**2. The Impact of Social Media on Society**

Almost a quarter of the world’s population is now on Facebook. In the U.S., nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.

Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create memes, publications, and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental, and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

### **3. The Impact of Social Media on Commerce**

The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue. Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. These functions are important in traditional brick-and-mortar businesses and, obviously, in the world of e-commerce.

Many studies suggest implementing social networks within the workplace can strengthen knowledge sharing. The result is to improve project management activities and enable the spread of specialized knowledge. Fully implementing social technologies in the workplace removes boundaries, eliminates silos, and can raise interaction and help create more highly skilled and knowledgeable workers.

### **4. The Impact of Social Media on the World of Work**

Social media has had a profound effect on recruitment and hiring. Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand. Information and communication technology has changed rapidly over the past 20 years, with a key development being the emergence of social media.

The pace of change is accelerating. For example, the development of mobile technology has played an essential role in shaping the impact of social media. Across the globe, mobile devices dominate in terms of total minutes spent online. They put the means to connect anywhere, at any time on any device in everyone's hands.

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## **5. The Impact of Social Media on Training and Development**

Job candidates who develop skills in the latest and most advanced social media techniques are far more employable.

A 2020 survey by OnePoll on behalf of Pearson and Connections Academy asked 2,000 U.S. parents and their high-school aged children about the “new normal” of high school. Sixty-eight percent of students and 65% of their parents believe that social media will be a useful tool and part of the new high school normal.

Blogs, wikis, LinkedIn, Twitter, Facebook, and podcasts are now common tools for learning in many educational institutions. Social media has contributed to the increase in long-distance online learning.

Despite issues of lack of privacy and some instances of cheating among long-distance learners, this has not deterred social platforms from being used in education.

## **6. Negative Impact of Social Media**

Social Media is relatively a newer technology, hence, it is a little difficult to establish its long-term good and bad consequences. However, multiple researchers have concluded a strong relationship between heavy use of social media platforms with an increase in risk of depression, self-harm, anxiety, and loneliness.

### **Fear of Missing Out (FOMO)**

Long-use of social media platforms make you addicted to checking out what other people are doing. FOMO is an exacerbated feeling that other people are living better lives or having more fun compared with you. This feeling makes you check your notification every second, just to make yourself feel better.

### **Cyberbullying**

Teenagers need to fit in, to be popular, and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat, and Instagram into the mix, and you suddenly have teenagers subjected to feeling pressure to grow up too fast in an online world.

### **Lack of Privacy**

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by social media users. Most of the time, the users themselves are to blame as they share content that should not be in the public eye. The confusion arises

from a lack of understanding of how the private and public elements of an online profile actually work.

## **7. The Impact of Social Media on Relationships**

One of the effects of social media is encouraging people to form and cherish "social media friendships" over actual friendships. The term 'friend' as used on social media is a weak shadow of traditional friendship. Real friends actually know each other, frequently interact face to face, and have a personal bond.

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

Ans:

Social media isn't the one-size-fits-all type of service. There are different types of social media services that cater to different needs and accommodate various types of content. While some have overlap features, others are more specific in their use and the kind of services offered. As a brand or marketer, knowing the different types of social media is key to connecting with the right audience. It also influences the kind of content you use to connect with your audience.

Some social media platforms also have more active users daily and monthly than others. First, knowing what you want and the goals you hope to have through social media will help you in choosing the right type of social media platform. Also, engagement rates and means vary across all these platforms. To understand the types of social media, we must first understand what social media is in the first place.

Social media can be defined as any platform that allows you to share media such as pages, videos, or text in different formats. These platforms allow you to connect and communicate with people you know and even those you don't know. Social media sites are now being used by businesses and marketers to reach a wider audience and sell their brands, products, and services. Marketers and business owners can now advertise products and services to many different people online to maximize the full potential of social media. The main factor that distinguishes the different types of

social media is the type of content. So, with this, we will dive into the various types of social media.

### **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. One major platform that reshaped how people interact with video content is YouTube. With over one billion active users monthly, the platform sometimes serves as a search engine for most 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.

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

Ans:

The latest developments in the field of marketing, communication and information are leading to new innovative business and consumption models, in which users are gaining a leading role and are increasingly important. Social Media is rapidly emerging as the next big frontier for customer engagement and interactions. There are millions of customer interactions taking place every day on Social Media sites such as Facebook, Twitter, YouTube, etc. as well as a vast number of customer support forums and online communities. Social Media emerged and continues to be as a cultural phenomenon. It is also quickly becoming a business phenomenon. Increasingly, current and prospective customers are using Social Media to communicate about the products and services they buy or intend to buy. Leading enterprises have recognized the importance of tapping such communications. Social Media are new innovative tools that collect millions of users all around the globe and they offer several possibilities and opportunities to companies that want to develop communication and marketing strategies while gaining competitive advantage on their competitors.

#### **Choose an effective tool for Social Media marketing:**

This is one of the biggest issues that how a company can choose tools for its Social Media marketing project that will be prove effective and able to create huge customer base. Some of the points needs to be considered while choosing a tool for Social Media marketing campaign are- Clarity of Mission, Analysis of opportunities for future Mission, Use detailed questionnaire to get information about that, what kind of content should be used, when content should be shared, how presence, values and ethics should be shared, Analysis of different research tools.

## **Strategies for effective Social Media marketing**

While Social Media marketing (or Social Media optimization) is being focused by every business in today's world, it is important to consider a range of effective Social Media marketing strategies as described below:

Companies today give lucrative offers to their customer as free coupons, discount on immediate cash payment and gift offer to promote their business, encouraging foot traffic in store, and also giving an incentive to keep checking back. Keep coupons fresh, and aim to switch them up every month to stay relevant and keep customers interested. Business is part of a community; it is a better idea to use social networking sites by creating web pages to interact with the customers. It's easy and beneficial to give thanks online to all of the brands that help to make business shine. We all know that company can't sell 24-7, especially when company is trying to establish a meaningful relationship with its customers and fans. It should try let customer known about the nature of business, and Social Media can play a vital role by Sharing a photo or joke with the prospects. Whether a car dealership, retail chain, or local dealer – all are the part of an ever changing industry, full of new products and developments. So it is a good idea to share your information, creativity with the world. It could be anything from a new color of denim that popular this season to a concept car that was just revealed in Japan. No matter what type of posts are shared but make sure it is relevant to their interest area. This engages customer because Customers are the greatest ambassadors, so keeping their attention is crucial, and content is key!

### **Future trend in Social Media Marketing:**

Total Social Media users are forecast to grow by just 4.1 percent in North America in 2013. Compare that with growth rates of 21.1 percent in Asia-Pacific (including China, India, and Indonesia), 12.6 percent in Latin America, and 23.3 percent in the Middle East and Africa.

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

Ans:

### **5 steps to managing risk on social media**

#### **1. Define your social media policy**



The first step in managing risk on social media is to have a clearly defined social media policy. Your organization's social media policy should outline a plan of action for different scenarios. These may include emergencies, PR crises, or security breaches.

The policy should clearly state what everyone's roles are in crisis scenarios — from the legal team to PR to customer service. Your social media policy should also cover what to do when someone who manages your brand's social media leaves the organization. Define your handover process and outline the steps you need to take to secure your accounts. Make sure that everything will continue to run smoothly in their absence.

## **2. Train your employees**

Your employees are some of your company's best brand advocates. But without clear guidelines or regular training, employees can put your business at risk. They may post something that is not compliant or that could damage your reputation.

“Many employees want to be more active on social and want to showcase what they're doing at their company,” says Riswick. “However, they need to understand what they can and cannot post.” This is where social media guidelines for employees come into play. Your risk management plan should include a social media policy that addresses what employees can share on their social accounts. It should cover everything from confidentiality to industry regulations.

Ultimately, employees should be encouraged to share work or company updates on social media. Employee posts can help amplify your business activities and get your company in front of a larger audience.

To ensure employees are posting safely, use a tool like Hootsuite Amplify. Amplify enables you to generate on-brand, pre-approved social media content. These posts can be conveniently shared by employees when they want to post an update about the company.

## **3. Monitor your social media accounts**

Brands must keep a close eye on their mentions so they can quickly step in if needed. But it's not just the social team who needs to monitor social chatter. Depending on the nature of a conversation, teams like customer service or PR may need to be looped in.

To make sure that mentions are seen by the right teams, you need a clear process for routing information. “A lot of information can get lost when moving from team to

team,” says Riswick. The solution? Riswick recommends having an internal system to flag and relay critical messages. “Categorizing and tagging messages helps more people in the company have eyes on what is happening. They can use that information to improve their area of the organization.”

#### **4. Respond promptly to negative feedback**

Social moves fast. A negative comment or review can gain traction within minutes or even seconds. It’s critical to have a response plan ready to go so you can address feedback the instant it comes up. “My best practice is to always move that conversation from public to private as quickly as possible. Negativity breeds more negativity,” suggests Riswick. If a customer brings an issue to your attention through one of your social channels, start by addressing it publicly. You want to let them know you are aware of the issue. Then, take the conversation to a private channel to sort out the problem.

#### **5. Review and revise your policy on a regular basis**

Your organization’s social media policy isn’t set in stone — it should be revised as often as social media changes. “In order to stay compliant within your industry, you need to revise your policy on a regular basis,” says Riswick. “This not only protects the brand but, more importantly, protects employees.” Stay informed about emerging trends and new social media platforms. Monitor industry regulations and federal, state, and local laws. Use the info you find to revise your policy as needed. When you make changes, update employees. This ensures they are always aware of what is and isn’t okay to post.