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Social Media

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Social Media

- Key Concepts and Features of Social Media
- Benefits of Social Media to Business
- The Role of Social Media within the Wider Business
- Personal Branding
Social Media

Key Concepts and Features of Social Media

Benefits of Social Media to Business

The Role of Social Media within the Wider Business

Personal Branding
Customers nowadays are using social media in increasing numbers to interact, not just with friends, but with businesses. Furthermore, as we'll see in this module, customers these days EXPECT businesses to reach them on social media. And for businesses, not only does social media provide invaluable data about customers, it provides a great way to promote your products and services, and grow your business.

This module is designed to help you understand the key features and benefits of social media for business. You'll learn the key concepts and terminology, which are essential to understanding the role social media can play in engaging with customers, providing support and generating business.

I'll also take you through the most popular social media tools, which can add real value to your organization, and I'll explore the ways to advertise through social media. I'll also cover topics such as personal branding, and how an active community can be a real differentiator for your organization. And finally, we'll look at how social media supports your overall business objectives.
Key Social Media Concepts
Social media has experienced huge growth over the past 10 years, with over 2 billion users across the globe. With device usage continuing to surge, this number is expected to grow.

[REFERENCES]
Key Terms: Concepts of Social Media

Key terms associated with social media concepts

**Messenger**
An app that allows users (e.g., on Facebook) to message each other instantly on a smartphone.

**Friend**
Another user whom you connect with on Facebook or other social networks; they can see your profile and engage with you.

**Post**
An update on Facebook (or other networks) – can be a status update or an item on a blog or forum.

**Following**
A user who has subscribed to follow your Twitter account – they receive your tweets in their home feed.

**Like**
An action users can take on Facebook, Instagram, etc., as a way to show approval for a post or comment.

**Tweet**
A Twitter message – which can be up to 280 characters of text, plus photos, videos, etc.

*REF.* 3.1.1.2
Key Features of Social Media Platforms

- **Personalized user space**: This enables a user to create a personalized profile that can be constantly updated and visited by their network or community.

- **Notifications**: Users are continually notified when there are updates within their community or items of interest. This increases engagement and is a great way to keep up to date on what’s happening.

- **Engagement**: Platforms allow users to fully interact with both content generated by themselves and others. This enables the creation of stronger relationships between people and the ability to grow your network or community.

- **Connections**: These are key to social media networks - allowing you to connect with other users. Often, social media platforms will recommend connections based on what they know about you.
Types and Primary Uses of Social Media Platforms
Popular Social Media Platforms

[Lecturer Notes]

**Instagram:** This social channel is for sharing photos and videos. Owned by Facebook, it has 800 million active users and has filters along with photo and video editing options. It’s almost entirely a mobile channel, used by more artistic-oriented businesses that have access to high-quality imagery.

**YouTube:** The largest social video sharing site, it enables users to create and share video content. There are more than 300 hours of video uploaded on YouTube every minute!

**Pinterest:** Pinterest is the world’s largest site for social bookmarking of ideas, available as both a web and mobile application. It’s a visually stimulating tool where users can share ideas and information by “pinning” them to their digital board.

**Snapchat:** Snapchat is a messaging application with a difference. It’s possible to share messages, videos and photos with other users, but they will appear only for a few seconds at a time. This creates a degree of intrigue and curiosity for brand and consumer; the app includes a host of playful functions including face-swapping and other amusing effects.

**Facebook:** Facebook is a social network that enables people to share information and content with others who work, study and live with them all around the world.

**Twitter:** Twitter is a social networking channel that allows users to send and read short posts, called “tweets”, on a public platform. It has a live dimension and is also conversational.
LinkedIn: LinkedIn is a social media platform for building and developing professional connections. It’s business to business focused and allows you to build up connections with contacts whom you know and trust on a professional level.
Mobile Devices are Most Popular for Social Media

[REF.] 3.1.1.4

[LECTURER NOTES]
Mobile phones are the most popular way to access social media. Smartphones in particular allow users to access, interact and engage with social media very easily.

[REFERENCES]
https://marketingland.com/facebook-usage-accounts-1-5-minutes-spent-mobile-171561

One of the major reasons for the growth of social media is how easy it has become to use and share content. Social media tools are designed to be easy to use – you don’t have to be technical to get up to speed quickly.

- **Comment**: Users can comment on other users’ posts. That’s often the first step to creating your own content as other users can join the discussion and add to your comment.

- **Curation**: With curation, you find content that others will find useful and simply pass it on by sharing it. That then gets added to the social media “newsfeed” where it is seen by others.

- **Creation**: With smartphones, it is easier than ever to create and share content in a variety of formats such as video, audio, and text.
Summary

Key Concepts and Features of Social Media

- Social media has become much easier to use over the past number of years – platform usage and content creation are much easier. Users don’t have to be technical, and the most popular way to access social media is through mobile devices.

- Key features:
  - Personalized user profiles
  - Notifications
  - Connections
  - Interactivity and engagement

- Key terms (concepts): Follower, Friend, Like, Post, Tweet

- Popular social media platforms include LinkedIn, Twitter, Pinterest, Facebook, Instagram, YouTube, and Snapchat. Each has its own audience and particular features.

[LECTURER NOTES]
To summarize the Key Features section – Social media has seen huge growth over the past 10 years – it’s become much easier for people to use, and mobile devices are by far the most popular way to access social media.

The key features of social media platforms are personalized user profiles, notifications, connections, interactivity, and engagement.

There are a number of key terms to be aware of – these are covered in the resources section.

Finally, the most popular social media platforms to be aware of are: LinkedIn, Twitter, Facebook, Instagram, YouTube, Snapchat, and Pinterest. Each one has its own key features and is used by different audiences.
Social Media

- Key Concepts and Features of Social Media
- Benefits of Social Media to Business
- The Role of Social Media within the Wider Business
- Personal Branding
Next, we're going to look at some of the key benefits of social media to business and why having an active community of consumers can be a differentiator for your business:

• First, we'll go through some of the ways that social media can increase sales by identifying new opportunities, increasing traffic, and targeting and building stronger relationships with customers.

• We'll also see how you can monitor social media, not just for mentions of your company or brand, but also reviews of your products and services.

• You’ll learn that social media (like any other part of the business) needs to demonstrate return on investment, by measuring results to see the contribution to business goals.

• Then, we’ll discuss some interesting business use cases for social media outside of marketing and sales, and we'll also look at some of the advantages of having an active community – from increasing customer loyalty, to empowering your customers.

• You’ll learn about the importance of continually managing a user community and I’ll take you through what social customer service really means.

• Finally, we’ll look at paid social media: what options are available to you and what the advantages are.
The Benefits of Social Media to Business
Key Terms: Benefits of Social Media to Business (1/2)

**Connection**
People you connect with on LinkedIn. (Connections are similar to Facebook friends.)

**Engagement**
The interaction between people and brands on social networks.

**Influencer**
A social media user with a large audience who can drive awareness about a topic, product, or service.

**Function**
A site (also called a message board) where users can hold discussions.

**Hashtag**
A word or phrase preceded by a # to mark the topic or information so it is discoverable for users.

**Pins**
Favorite links stored on Pinterest. Each pin is made up of a picture and description given by the user.

[REF.] 3.2.1.1

[LECTURER NOTES]
It is important to get to grips with the wide range of terms that are used across the social media landscape.
A tag can also be used to tag someone in a post that links to their social media profile and associate them with the content. Often users share content created by others.
### Benefits of Social Media to Business

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Gathering Insights</th>
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<td>Brand Awareness</td>
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<td>Customer Satisfaction</td>
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**[REF.] 3.2.1.1**

**[LECTURER NOTES]**

**Engagement**  
Users constantly engage with social media, growing their communities and sharing content and opinions.

**Gathering Insights**  
This enables the greater understanding of consumers as they share their opinion and views on key topics.

**Sharing content/products**  
You can easily and cost-effectively share content with a large number of people.

**Brand awareness**  
Social media enables you to grow your network and customer base, which then leads to greater brand awareness.

**Loyalty**  
Social media facilitates the development of a relationship between each party and therefore generates a higher degree of loyalty.

**Customer satisfaction**
Due to the continued engagement and shared understanding, higher customer satisfaction levels can be achieved.
The Benefits of an Active Community
Building an active community of followers for your business can be very positive as these people will act as advocates and can often be lead generators.
Social Media Can Increase Sales

[REF.] 3.2.1.2

[LECTURER NOTES]
Social media can increase sales in a number of different ways:

**New business opportunities**
By monitoring social media for updates on areas within your own industry, you can identify opportunities. (You can also see the problems that customers require solutions to.)

**Identifying key decision makers**
By looking at other organizations (either customer organizations or industry leaders), you can become aware of the key individuals to influence.

**Increasing customer loyalty**
By engaging with customers on social media, you can build loyalty and trust, increasing the likelihood of doing business with the customer again.

**Targeted advertising**
Most of the platforms allow defined targeting for your customer base, meaning the message gets to the right people.

**Increasing website traffic**
By engaging viewers and offering them relevant, useful content, you ensure that they are more likely to visit your site.
The benefits of social listening go far beyond customer satisfaction. A carefully constructed social listening strategy can help boost your brand’s reputation.
Social Media Reviews

Monitoring social media can give you an insight into how customers feel about your products and services.

[REF.] 3.2.1.4

[LECTURER NOTES]
It also gives you the opportunity to improve, based on the feedback. There are many review sites online relating to specific industries.
Measuring the effectiveness of social media allows you to continually improve and guarantee success. The main social media platforms provide native analytics so you can see the performance of each.
There are many common use cases for social media within businesses outside of marketing and sales.

**Human Resources**
Social media recruitment is a growing area, and therefore it is becoming increasingly important for a company to embrace it. LinkedIn is a great way to recruit new employees - through direct contact, recommendations and advertising. It enables companies to reach out to a much wider talent pool in a relatively cost-effective way.

**Customer service**
Customer service teams across many businesses are rapidly turning to social media to engage with their customers. It's an easy and immediate way for companies to have a dialogue with their customers. Furthermore, a positive experience can have an impact on their brand reputation.

**Purchasing and administration**
Companies can take advantage of social media when sourcing new products or services around the world. Here they can engage with potential suppliers in an instant, get an understanding of how other customers rate them, and also begin a
dialogue.

**Legal**
Legal departments can engage in social listening in order to determine what customers are saying about them. In addition, given that the law is constantly evolving, the Legal team can reach out to key influencers and professionals via social media in order to gain latest insights.

**Finance**
The Finance department may find it useful for compliance and industry trend updates. They can use social media as a key source of information and to widen their network within the industry.

**Management**
Social media is a useful place for managers to find insights into the market that may affect the business. The major advantage is the ability to gain real-time customer feedback, views, and opinions on the campaign that can then be further tweaked to meet the customer need.
Responding to questions/comments in a timely manner
Customers expect a higher level of service across social media and therefore companies must constantly monitor and react to customer questions or comments in order to maintain high customer satisfaction rates.

Keeping a consistent voice that matches your brand
Companies must ensure that their social media strategy and brand are consistent with all other channels in order to avoid potential confusion or dilution of their brand messaging.

Building trust/reputation, posting relevant content
Given the peer–to-peer nature of social media, engaging with customers through these media is a good way to win trust and enhance one’s reputation.
Social Customer Service: Starbucks

Starbucks’ Social Media Footprint
37 million Facebook fans

94% of all Facebook users are either a Starbucks fan or friends with one

My Starbucks Idea
50,000+ ideas

[REF.] 3.2.2.3

[LECTURER NOTES]
Before social media, consumers might have shared a poor customer service experience with a small number of people. Now however, customers can share poor experiences with a massive potential audience.

Starbucks today has earned a huge social media footprint and presence, with:
• 37 million Facebook fans
• 12 million Twitter followers
• 16 million followers on Instagram

According to Capgemini, 94% of all Facebook users are either a Starbucks fan or are friends with one.

My Starbucks Idea
For instance, the My Starbucks Idea site has collected over 50,000 ideas on how to improve their business. The company then closes the loop with their Ideas in Action blog, where they inform customers of the changes they have made.
[REFERENCES]
Customers Control the Channel

[REF.] 3.2.2.4

[LECTURER NOTES]
Using social media for customer service is important because customers expect businesses to use the channels that they control and use, rather than the other way around. This brings with it new expectations about the level and pace of service that a customer expects. When this expectation is not met, it can lead to higher levels of dissatisfaction.
Social Media Advertising
Social media advertising is when companies pay for content to be delivered through social media networks. Companies recognize the importance of being where their customers are. Because many customer segments spend a considerable number of hours each day on social media, it’s no surprise that the area is growing.

[REFERENCES]
https://digitalmarketinginstitute.com/en-ie/blog/2018-01-06-the-7-key-elements-for-a-stellar-social-media-campaign
Paid Social Campaign Benefits

- It’s cost effective
- It allows very specific targeting
- There are many different types of ads (video, etc.)
- Multiple platforms are available

[REF. 3.2.3.2]
[REF.] 3.2.3.3

[LECTURER NOTES]
Audience targeting allows you to target your ads to specific audiences based on their interest, demographic, location, device, or other factors.
Summary

Benefits of Social Media (1/2)

- The benefits of social media, for business:
  - More engagement
  - Gathering insights
  - Sharing product/content with customers
  - Traffic generation
  - Increased brand awareness
  - Loyalty
  - Customer satisfaction

- There are multiple business uses of social media (outside of marketing and sales) including for: HR, Customer Service, Purchasing/Administration, Legal Management, and Finance

Continued...
Benefits of Social Media (2/2)

- Having an active community provides a number of benefits to the business:
  - Real-life insights (to the business)
  - Increased customer loyalty
  - Authentic content
  - More empowered customers
  - Owning your own insights

- Increased opportunities to provide customer service

- Paid social media advertising benefits: cost-effective, specific targeting, and different types of ads available
Social Media

- Key Concepts and Features of Social Media
- Benefits of Social Media to Business
- Role of Social Media within the Water Business
- Personal Branding
In this section, we'll look at the role of social media platforms and tools within the wider business and why social media needs to be part of an overall strategy:

• First, we’ll see that customers want to communicate in a channel that best suits them – and that it’s important to match the social media platform with your target audience.

• We’ll also see why it’s important that your social media strategy is integrated with other mediums to have maximum effect, and discuss the main kinds of social media tools for business.

• We’ll look at some examples of the most effective tools, such as Hootsuite, TweetDeck and BuzzSumo and Conversocial, what they are used for and how they can add value to your business.

• And finally, we’ll see why the tools you use need to support your overall strategy.
Social Media: A Key Part of Digital Strategy
Key Terms: The Role of Social Media within the Wider Business

Cutbot
A type of automated bot that uses artificial intelligence to interact with users.

Feed
A steady stream of information updates you get through social media.

Podcast
One or more audio files (often produced in a series) available for download through the internet.

Reach
The potential audience that a message can reach.

Slideshare
A popular social platform for sharing presentations and other business-oriented content.

Trend
A topic or hashtag that is popular on social media at the current time.

[REF.] 3.1.1.2

[LECTURER NOTES]
It is important to get to grips with the wide range of terms that are used across the social media landscape.
Because of the growth of social media, it has become a key part of the digital strategy for businesses. Indeed, most businesses have already begun to harness the dynamic capabilities of social media for marketing.

[REFERENCES]
https://blog.hubspot.com/marketing/social-media-roi-stats
[LECTURER NOTES]
Customers want to communicate through channels that best suit them – so businesses need to match the social media used with their target audience. Identifying the platforms used by your target audience is an important piece of work that needs to be done beforehand.
[REF.] 3.3.1.3

[LECTURER NOTES]
Customers spend time using a wide range of channels. It’s therefore important for businesses to ensure a consistent message in order to maximize its effectiveness.

Cross-platform adoption is important
It’s important that social media is covered by the wider overall strategy and that the social media message is integrated with other digital channels such as websites, email, and other media. The Barista Bar encourages followers to sign up for their coffee club, which requires an email address.
Social Media Tools to Support Your Objectives
Types of Social Media Tools for Business

- **Monitoring Tools**: Social media monitoring tools allow you to monitor online conversations to track your mentions, learn about your customers, and know what people are saying.

- **Scheduling Tools**: Scheduling tools allow you to make sure you reach your core audience in the right time-zone. They also allow you to schedule real-time updates in advance.

- **Analytics and Reporting Tools**: Social media analytics and reporting tools allow you to measure the impact of social media and the performance of individual elements.

- **Content Creation Tools**: Superior content drives higher conversion rates. Content creation tools are available to help you, from choosing the perfect image through to writing the best tweet with the perfect hashtag.
**Common Social Media Tools Used by Businesses**

1. **Hootsuite**: This is a social media management tool that allows you to schedule or post updates to many platforms such as Facebook, Twitter, LinkedIn, and so on.

2. **Twitter Analytics**: This helps you understand how the content you share on Twitter grows your business.

3. **BuzzSumo**: This allows you to find out what content is popular on websites.

4. **Facebook Insights**: This allows you to track active users on your pages.

5. **Bitly**: This is a URL link shortener (for example, often used in Twitter to shorten a URL before posting so it doesn’t use up the 280 character limit).

6. **TweetDeck**: This is a social media dashboard for managing multiple Twitter accounts.

7. **Conversocial**: This is a cloud-based customer service.

**[REF.] 3.3.2.2**

**LECTURER NOTES**

The social media tools selected need to support the digital strategy (objectives, budget, audience, and targets).

**Hootsuite**: This is a social media management tool that allows you to schedule or post updates to many platforms such as Facebook, Twitter, LinkedIn, and so on.

**Twitter Analytics**: This helps you understand how the content you share on Twitter grows your business.

**BuzzSumo**: This allows you to find out what content is popular on websites.

**Facebook Insights**: This allows you to track active users on your pages.

**Bitly**: This is a URL link shortener (for example, often used in Twitter to shorten a URL before posting so it doesn’t use up the 280 character limit).

**TweetDeck**: This is a social media dashboard for managing multiple Twitter accounts.

**Conversocial**: This is a cloud-based customer service.
Because social media is part of the overall strategy, it must be integrated with other media such as the website, email, and so on. As well as having a consistent message across different media, it may for example be that your main goal is to drive customers to your website – so your social media efforts may be directed at pointing customers to the website.

Similarly, email contacts may be available through the social media presence, and your organization’s website likewise can reference your social media presence (usually in the form of icons present on your website). Therefore, ensuring that all social media activity adheres to the company’s social computing guidelines is crucial in presenting a consistent brand across all consumer touchpoints.
Summary

The Role of Social Media within the Wider Business

- Businesses need to match social media platforms with the target audience. It’s important therefore that the target audience is established beforehand.

- Because social media is part of the overall (digital) strategy of the business, it must be integrated with the website, email, and other media.

- Useful social media tools for business include monitoring tools, social scheduling, analytics and reporting tools, and content creation tools.

- A company’s social media use should always support the overall objectives and must adhere to corporate guidelines.
Social Media

1. Key Concepts and Features of Social Media
2. Benefits of Social Media to Business
3. The Role of Social Media within the Wider Business
4. Personal Branding
In the final section, we're going to look at the topic of personal branding.

We'll look at what your personal brand means, as well as how it can enhance your business goals – say by expanding the reach of the business, connecting with others, increasing trust, and showcasing your products and services.

We’ll walk through the key steps of setting up an optimized LinkedIn profile. And also see why it’s important that your personal brand is aligned with your company’s brand.

Finally, we’ll look at some dos and don’ts for posting on social media and why you should adhere to your organization’s social media guidelines.
The Benefits of Personal Branding
One important thing that you’ll want to pay attention to while you’re creating your own personal branding is strategy and focus. In other words, what do you want to be known for?

If your passion is Instagram, learn all you can about that and create a professional Instagram profile; if it’s video, make sure your YouTube page is consistent with your career goals.

You need to be visible these days, so if you’re going to do it, you may as well do it right from the get-go.

For instance, Luvvie Ajayi is her own brand. With the power of personal branding and professional services, her career has skyrocketed (including a recent book deal). You will be able to see from all of her online personas that she has her personal branding locked down.

[REFERENCES]
https://www.awesomelyluvvie.com
In today’s business climate, trust is very important. Having a personal brand is increasingly important for key individuals in the business, as shown by the advantages displayed on this slide.
There is an intersection between a personal and a corporate brand, particularly for key individuals within a business. It’s therefore important to maintain a balance between corporate and personal messages on social media, so that they work together. They should be unified (particularly the mission, vision, and values), so that the wider community sees alignment between the organization and its key people.
Let's discuss the attributes of an “All-Star” LinkedIn profile.

For starters, a LinkedIn personal profile is a webpage on which a business professional can detail their career history, education, interests, skillsets, and any other career-related information. In order to be given an “All-Star” profile status by LinkedIn, you should have most, if not all, of the following:

• A profile picture and cover photo
• A clear, concise headline (usually which describes your current role or what you’re looking for)
• Your educational history
• Your location
• A summary of your professional journey
[REF.] 3.4.1.4

[LECTURER NOTES]
You also need to show that you’re an active member of the LinkedIn community by sharing articles and posting any thought leadership or professional updates.

You should detail your career history and showcase your experience, complete with rich media examples of your work whether it’s articles, videos, or a SlideShare.
And you should solicitude endorsements of specific skills from colleagues and credible members of your industry. Additionally, your profile should feature personalized recommendations from colleagues.

Do include any relevant courses you’ve taken from previous or continuing education, as well as any compelling projects that further demonstrate your experience. Be sure to highlight any honors or awards you’ve received too!
Profiles should include any additional interests – they can be individuals, businesses, non-profits, and more.

Lastly, your “Following” list illustrates which Influencers, Companies, Groups, and Schools you’ve subscribed to updates from and shows another dimension of your activity on the platform.
The Dos and Don'ts of Social Media Accounts

Take a look at some of the simple rules for posting on social media.

**Dos**
1. Do check the information before you post (for grammar issues, spelling, accuracy, and so on).
2. Do use photos and videos.
3. Do ensure that employees adhere to their company’s social computing guidelines.

**Don’ts**
1. Don’t overdo it (frequency of posts).
2. Don’t share too much!
3. Don’t accept every connection.
4. Don’t forget about privacy.
5. Don’t post content that could be viewed as obscene or threatening, or which might constitute harassment or bullying.

[REF.] 3.4.1.5

**LECTURER NOTES**

**Dos**
1. Do check the information before you post (for grammar issues, spelling, accuracy, and so on).
2. Do use photos and videos.
3. Do ensure that employees adhere to their company’s social computing guidelines. The guidelines will usually cover the kind of content to avoid, negative comments (including those related to customer service), and rules for engaging with clients on social media.

**Don’ts**
1. Don’t overdo it (frequency of posts).
2. Don’t share too much!
3. Don’t accept every connection.
4. Don’t forget about privacy.
5. Don’t post content that could be viewed as obscene or threatening, or which might constitute harassment or bullying.
Summary

Personal Branding

- Personal branding: People marketing themselves and their careers as brands.

- It can benefit the business in a number of ways by expanding the reach of the business, connecting with others (including customers) in your network, increasing trust and as a way to showcase your company’s products/services.

- Corporate and personal branding can work together on social media, make sure your personal brand aligns with the company brand.

- Understand the dos and don'ts of posting on personal social media accounts.
Module complete. Well done!