

Professional Media Inc.

What are the implications of using social media for businesses?

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Practical Application

The idea of sharing information in a real time phenomenon which has benefited many companies. The context of this idea is to show the rapid influence social media has on marketing trends within a corporation. This is an example of exactly how the changes in social media have helped, mostly small businesses grow into larger more profitable corporations.

However, this is a positive outlook as to how businesses prosper with the use of social media but the same effect could occur in a negative direction. Just in one post that is forwarded to business in the field, the owner could happen if the customer had a negative view on the company's good.

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Positive aspects of the use of social media on businesses

- Multiple users are one of the defining characteristics of social media platforms is the ability of multiple users to interact with a single piece of content.
- Getting valuable feedback from consumers. Customers and clients may make suggestions to how your product/service can be better used by consumers and it saves you the business more money and profits.
- Reaching immediate response on job applications. Selecting out the best candidates. This will help HR Departments in the workforce in a rapid and practical way from receiving and then filtering the most suitable candidates for the job opportunities to create more productivity possible from the 1997 to shifted research and results of the best people to use.
- Advertisement made easier. Creating your product/service reaches an easy goal to provide through sharing blogs on Facebook or "retweeting" on Twitter to ensure an easy people to provide with your product/service.
- Spreading knowledge between colleagues. Through social media, such as Facebook, it may be possible to create a free web page to state on various or any important information needed to market to colleagues.

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Rationale

In the world today, there are many technologies it is important to understand how they are being implemented. Social media is one of these technologies. There are a few people worldwide who use social media every day. The number of people who use social media will be four billion in 2027 by 11 billion this year, on 100 million. (TheCaseSolutions.com)

- Companies cannot overlooking the most success in social media. Because engagement, reaching, faster than and always, even though these social networks. Social media sites from advertising their advertisement to sell you based on your search history from your computers. Specify the connection they wish to advertise with. (Statista, 2016)

In the past, it was hard to see companies and their effectiveness in social media. Now, with the use of social media, it is easier to see how companies are doing. This is a positive outlook as to how businesses prosper with the use of social media but the same effect could occur in a negative direction. Just in one post that is forwarded to business in the field, the owner could happen if the customer had a negative view on the company's good.

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Conclusion

As I have established, there have been dramatic changes in social media over the past decade. To some, primarily old-fashioned managers, they may not have social media as an important aspect of getting information about their business. However, business may fail to attract the interest and attention of their customer information on Facebook. There has been a lot of change in the way that businesses are doing things. Through Facebook, it allows businesses to see the people who are actually coming about their product or service, which may have an impact to purchase it.

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Negative aspects of the use of social media in a business

- Bad reports may spread company. With social media making it easier to share news, this report may get around and harm your company.
- Productivity may decrease. "Facebook addict" has now been included in the dictionary which shows how serious the effects of the use of social media. Workers may get carried away with social media sites and may not complete all work or may complete their tasks as quickly as possible to get log onto Facebook again.
- Release of confidential information. Workers tend to have confidential information on computers which could cause them to pay fines and get prosecuted. This in turn may also affect negatively on the company and they do not be profitable.
- Strategic shift in the way a firm is advertising. For businesses that are used to more traditional marketing methods, this can require a complete revamping of their marketing strategy, which is costly and time-consuming process.
- Loss of shareholders. Due to the social media being a major aspect in profits, loss of share prices tend to decrease. This news will spread and in panic, shareholders may opt out of the company which will have a negative impact effect. (Statista, 2016)

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Conclusion

As I have established there have been dramatic changes in social media over the past decade. To some, poorly informed managers, they may not view social media as an important aspect of growing whereas, in more flexible, dynamic, business may beg to differ. The intensity and rapidness of how one can gain information via the media is faster than ever before. With advertisements being offered to you through Twitter or Facebook, it allows businesses to find the people who are actually across about their product or service, who may have an intention to purchase it.

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Positive aspects of the use of social media on businesses

- **Multiple users:** One of the defining characteristics of social media platforms is the ability of multiple users to interact with a single piece of content.
- **Getting valuable feedback from consumers:** Customers and blog may make suggestions as to how your products/services can be bettered for consumers and in turn gain the business more revenue and profits.
- **Receiving immediate response on job applications:** Selecting out the best candidates. This will help HR Departments equip their workforce in a rapid and productive way from recruiting, and then filtering the most suitable candidates, for the job specifications to ensure firms production possibility frontier (PPF) is shifted upwards and working at the lowest possible cost.
- **Advertisement media easier:** Promoting your product/service reaches as many people as possible through sharing blogs on Facebook or re-tweeting on Twitter to ensure as many people as possible see your product/service.
- **Spreading knowledge between colleagues:** Through social media, such as Facebook, it may be possible to create a firm web page to state your orders or any important information needed to spread to colleagues.

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Practical Application

The idea of sharing information in a new found phenomenon which has benefited many companies. The content of this video is to show the rapid influence social media has on stimulating growth within a corporation. This is an example of exactly how the changes in social media have helped. Initially small businesses, grow into large, more profitable corporations.

However, this is a positive outlook as to how business prosper with the use of social media but the same effect could occur in a negative direction. Just as one good review transformed the business in the video, the same could happen if the customer had a negative view on the companies food.

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Rationale

As the world turns more and more technological it is important to understand how and why many businesses flourish with the use of social media. Nearly one in four people worldwide use social networks in 2015. The number of social network users around the world will rise from 147 billion in 2010 to 173 billion this year, an 18% increase. (https://www.statista.com)

Companies currently celebrating the most success in social media focus on engagement, fostering relationships and sharing issues through their social networks. With social media sites now adjusting their advertisements to suit you, based on your search history, has made companies identify the consumers they wish to advertise to. (Pineo, 2014)

In this presentation I wish to look in-depth and the effects social media has on businesses, from a positive and negative aspect. With this, we can establish whether the use of a modern day phenomenon transforms companies and if so, how widely.

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Negative aspects of the use of social media in a business

- **Bad reports may tarnish company:** With social media making it easier to share news, this report may get around and tarnish your company.
- **Productivity may decrease:** "Facebook addict" has now been included in the dictionary which shows how serious the effects of the use of social media. Workers may get carried away with social media sites and may not complete all work, or may complete their tasks as quickly as possible to get log onto Facebook again.
- **Release of confidential information:** Workers tend to have confidential information on consumers which could cause them to pay fines and be prosecuted. This in turn may also reflect negatively on the company and they too can be prosecuted.
- **Strategic shift in the way a firms advertising:** For businesses that are used to more traditional marketing methods, this can require a complete revisiting of their marketing strategy which is a costly and time-consuming process.
- **Loss of shareholders:** Due to the social media being a major aspect in peoples lives, if share prices start to decrease, this news will spread and in panic, shareholders may opt out of the company which will have a negative speak effect. (Quarman, 2015)

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Rationale

-As the world turns more and more technological it is important to understand how and why many businesses flourish with the use of social media. Nearly one in four people worldwide will use social networks in 2013. The number of social network users around the world will rise from 1.47 billion in 2012 to 1.73 billion this year, an 18% increase. - (<http://www.emarketer.com>)

- Companies currently celebrating the most success in social media focus on engagement, nurturing relationships and sharing value through their social outreach. With social media sites now adjusting their advertisements to suit you, based on your search history, has made companies specify the consumers they wish to advertise too. - (Hendricks, 2014)

In this presentation I wish to look in-depth and the effects social media has on businesses, from a positive and negative aspect. With this, we can establish whether the use of a modern day phenomena transforms companies and if so, how wildly.

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Positive aspects of the use of social media on businesses

-**Multiple users:** One of the defining characteristic of social media platforms is the ability of multiple users to interact with a single piece of content.

- **Gaining valuable feedback from consumers:** Questionnaires and blogs may make suggestions as to how ones product/service can be bettered for consumers and in-turn gain the business more revenue and profits.

- **Receiving immediate response on job applications:** Selecting out the best candidates. This will help HR Departments equip their workforce in a rapid and productive way from receiving and then filtering the most suitable candidates for the job specification to ensure firms production possibility frontier (PPF) is shifted outwards and working at the lowest possible cost.

- **Advertisement made easier:** Ensuring your product/service reaches as many people as possible through sharing blogs on Facebook or 're-tweeting' on Twitter to ensure as many people as possible see your product/service.

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- ***Loss of shareholders:*** Due to the social media being a major aspect in peoples lives, if share prices start to decrease, this news will spread and in panic, shareholders may opt out of the company which will have a negative spiral effect. (Qualman, 2013)

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Conclusion

As I have established there have been dramatic changes in social media over the past decade. To some, possibly old fashioned managers, they may not view social media as an important aspect of growing whereas, a more flexible, dynamic business may beg to differ. The intensity and rapidness of how one can gain information via the media is faster than ever before. With advertisements being offered to you through Youtube or Facebook, it allows businesses to filter the people who are actually curious about their product or service, who may have an intention to purchase it.

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