

Using Social Media in Business Disputes

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The Advantages of use of
Social Media

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Thesis Statement

Due to extremely increase in the amount of people who are signing up and logging online every day, the social media become one of the main tools for businesses to promote their new product or services in order to attract potential customers or employees and due to this, I consider that media will play more suggestible role in future for businesses to accomplish their goals and the ability to compete on market.

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Benefits of Social Media

- Customers use social media as a tool for searching products and services(lots of comments and feedback)
- Promoting products and services
- Viral Marketing
- Increase in sales

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Use of Social Media in Hiring Process

- Facebook, Instagram, Youtube, etc: Mine private accounts of business' yet to be employees for hobbies, job interest, previous jobs, responsibility of potential employees(mostly pics, or events attended)
- Survey(Jobvite, 2011): Nearly 58% of employees were hired trough social networks
- 15% Twitter, 25% Facebook, 60% LinkedIn
- LinkedIn(2002):
- differs from the other social media
- companies seek potential talents
- users can create online CV, allows them to get connected to respected "business" people
- great way for individuals to search for new position and jobs

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Employees' Use of Social Media

- Creates potential risks
- Affects the discipline of employees
- raises legal questions when a dispute/problem arises at the workplace

-company/ employees can be sued and held responsible for employees action during working time

-sexual harassment can arise among coworkers

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Social Media Marketing

- Advertising
 - Interactions with followers
 - Strategies
- Target Audience : tracking "likes" and "dislikes" of costumers
- eWOM- electronic word of mouth
- COBRA- consumer's online brand related activity

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