

SOCIAL MEDIA REVOLUTIONS: THE INFLUENCE OF SECONDARY STAKEHOLDERS







SOCIAL MEDIA

Websites and applications that enable users to create and share content or to participate in social networking

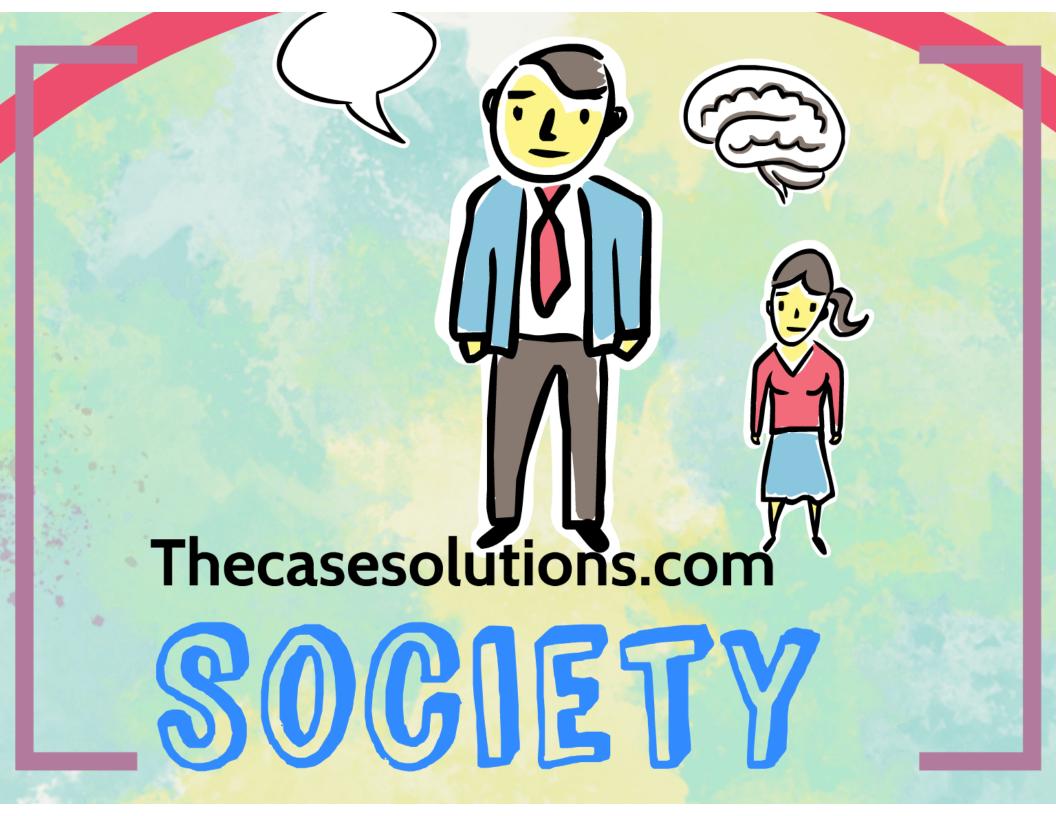
- GROWING
- CONNECTING
- SHARING EXPERIENCE



POSITIVE AND NEGATIVE EFFECTS OF SOCIAL MEDIA ON SOCIETY

The objectives of the presentation is to:

- Define social media and society
- List social media groups
- Discuss the positive impacts of social media on society
- Discuss the negative impacts of social media on society



SOCIETY

Society defined is a group of people involved in persistent social interaction, or a large social grouping sharing the same geographical or social territory, typically subject to the same political authority and dominant cultural expectations.

Positive impacts of social media on the business society

- Social networks help the businesses in a variety of ways
- · Creation of employment
- Increased communication in society









- 1. Social networks help the businesses in a variety of ways.
- Social media businesses can connect with their targeted customers for free, the only cost is energy and time.
- Through Facebook, Twitter, LinkedIn or any other social site you can lower your marketing cost to a significant level.
- Expansion of customer base, companies reach new passage of the corporate message on a social media channel.
- Customer Relationship Management is also impacted on the social media as there is opportunity to strengthen the relationship between a company and its customers.
- · Public Relations is also impacted as
- company news can be conveyed to clients and customers using multiple social media channels such as Facebook, Twitter and LinkedIn.