

# Users of the World, Unite! The Challenges and Opportunities of Social Media

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## Positive aspects of the use of social media on businesses

- **Effective means:** One of the effective characteristics of social media platforms is the ability of its users to interact with a single piece of content.
- **Enabling valuable feedback from customers:** Customers and blogs may make a suggestion as to how your product/service can be improved for customers and even gain the business more revenue and profits.
- **Enabling immediate response on job applications:** Selecting out the best candidates. The HR and HR departments don't have to wait in a rapid post period they may have existing and familiar with the more suitable candidates for the job. Candidates to avoid from your company's future HR and HR departments and checking for the better people to suit.
- **Advertisement made easier:** Creating your product/service and how it works is possible through posting links on Facebook or by having an ad within it easier as more people is possible via your post effectively.
- **Spreading knowledge between colleagues:** Through social media, users can interact. If they are available to create a new web page or take your website or any important information needed to update in colleagues.

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## Practical Application

The idea of sharing information in a new format/platform which has benefited many companies. The concept of this video is to show the rapid influence social media has on stimulating growth within a corporation. This is an example of results from the changes in social media have helped. Initially 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 as one good idea is transformed for business in the video, the same could happen if the customer had a negative view on the company's food.

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## Conclusion

As I have established, there have been dramatic changes in social media over the past decade. To some people, it is a new way of life, but only one social media is an important aspect of growing, whether it is more Facebook, Twitter, or even YouTube. The video, "The company and customers of how we can get information via the video is how the past years for business have been difficult to see through Facebook or Twitter. It is also important to know the impact of social media on your product or service, who may have a number of customers.

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## What are the implications of using social media for businesses?

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## Rationale

As the world turns more and more towards a digital age, it is important to understand how and why many businesses benefit from the use of social media. Social media is a new, digital, and interactive way of communication. It is a new way of communication that has helped many businesses grow into larger, more profitable corporations.

One of the main reasons for this is that social media is a new way of communication. It is a new way of communication that has helped many businesses grow into larger, more profitable corporations. It is a new way of communication that has helped many businesses grow into larger, more profitable corporations.

In this presentation, I will be looking at the effects of social media on businesses. I will be looking at the effects of social media on businesses. I will be looking at the effects of social media on businesses. I will be looking at the effects of social media on businesses.

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## Negative aspects of the use of social media in a business

- **Bad reports may harm company:** With social media making it easier to share news, this report may get around and harm your company.
- **Productivity may decrease:** Facebook, Twitter, and other social media sites have 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 even lose their jobs as quickly as possible to get back to work again.
- **Release of confidential information:** Workers tend to have confidential information on computers which could make them to pay fines and be prosecuted. This, in turn, may also affect negatively on the company and they to can be prosecuted.
- **Strategic shift in the way a firm advertises:** For businesses that are used to more traditional marketing methods, they can require a complete reworking of their marketing strategy which is costly and time-consuming process.
- **Loss of shareholders:** Due to the social media being a major aspect in people's lives, if a firm's profits start to decline, this means that people and investors may opt out of the company which will have a negative impact on the company's stock.

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# Users of the World, Unite! The Challenges and Opportunities of Social Media

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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.
- **Gaining valuable feedback from consumers:** Customers and blog may make suggestions as to how your 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 make their workplace in a rapid and productive way from recruiting 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:** Promoting your product/service reaches as many people as possible through sharing links 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 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 as one good status 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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### Conclusion

As I have established there have been dramatic changes in social media over the past decade. To some poorly and-fashioned managers they may not view social media as an important aspect of growing salesmen, 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 even before. With advertisements being offered to you through "stable or unstable" it allows businesses to filter the people who are actually serious about their product or service, who may have an intention to purchase it.

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## What are the implications of using social media for businesses?

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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. Likely one in four people worldwide will use social networks in 2015. The number of social network users around the world will rise from 147 billion in 2010 to 172 billion this year, an 18% increase. (<http://www.statisticstoday.com>)

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

In this presentation I aim 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 validly.

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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 firm advertises:** For businesses that are used to more traditional marketing methods, this can require a complete revamping 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 spiral effect. (Qualman, 2010)

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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.
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## ***Practical Application***

The idea of sharing information in a new found phenomenon which has benefited many companies. The context of this video is to show the rapid influence social media has on stimulating growth within a corporation. This is an exemplar of exactly how the changes in social media have helped, initially 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 as one good status 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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- ***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 to 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 spiral effect. (Qualman, 2013)

## 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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