

COMPETITIVE SOCIAL MEDIA MARKETING STRATEGIES



Dr. Bipasha Maity
Dr. Nalin Chirakkara



ALEXIS PRESS
JERSEY CITY, USA

COMPETITIVE SOCIAL MEDIA MARKETING STRATEGIES

COMPETITIVE SOCIAL MEDIA MARKETING STRATEGIES

Dr. Bipasha Maity
Dr. Nalin Chirakkara





ALEXIS PRESS

Published by: Alexis Press, LLC, Jersey City, USA
www.alexispress.us

© RESERVED

This book contains information obtained from highly regarded resources.
Copyright for individual contents remains with the authors.
A wide variety of references are listed. Reasonable efforts have been made
to publish reliable data and information, but the author and the publisher
cannot assume responsibility for the validity of
all materials or for the consequences of their use.

No part of this book may be reprinted, reproduced, transmitted,
or utilized in any form by any electronic, mechanical, or other means,
now known or hereinafter invented, including photocopying,
microfilming and recording, or any information storage or retrieval system,
without permission from the publishers.

For permission to photocopy or use material electronically
from this work please access alexispress.us

First Published 2022

A catalogue record for this publication is available from the British Library

Library of Congress Cataloguing in Publication Data

Includes bibliographical references and index.

Competitive Social Media Marketing Strategies by *Dr. Bipasha Maity, Dr. Nalin Chirakkara*

ISBN 978-1-64532-927-5

CONTENTS

Chapter 1. Exploring Nexus between Social Media Marketing, Education and Young People: A Review	1
— <i>Dr. Bipasha Maity</i>	
Chapter 2. A Comprehensive Review on the Adoption, Usage, and Impact of Social Media in Work and Business Contexts.....	9
— <i>Dr. Vankadari Gupta</i>	
Chapter 3. A Brief Introduction of Entrepreneurship and Networking.....	16
— <i>Dr. Jayakrishna Herur</i>	
Chapter 4. Online and Offline Relationships in Social Media.....	23
— <i>Dr. Lakshmi Prasanna Pagadala</i>	
Chapter 5. Exploring the Visual Images in Social Media	32
— <i>Dr. Akhila Udupa</i>	
Chapter 6. Identities and Networks Impact on Brand Perception and User Engagement.....	38
— <i>Dr. Nalin Chirakkara</i>	
Chapter 7. Exploring the Roles of Social Bookmarking and News.....	46
— <i>Dr. Pramod Pandey</i>	
Chapter 8. Essential Elements of Social Media Marketing Plans: Reviews and Ratings	53
— <i>Mr. Ram Srinivas</i>	
Chapter 9. Investigating the Roles of Forums in Social Media Marketing.....	60
— <i>Dr. Srinivasan Palamalai</i>	
Chapter 10. Introduction of Virtual World in Relation to Social Media Marketing	67
— <i>Dr. Ranganathan Kumar</i>	
Chapter 11. Plan, Execute and Practice in Social Media Marketing.....	74
— <i>Dr. Muralidhar Sunil</i>	
Chapter 12. Exploring the Importance of Social Media Marketing Measurement.....	81
— <i>Mr. Ashok Bhat</i>	

CHAPTER 1

EXPLORING NEXUS BETWEEN SOCIAL MEDIA MARKETING, EDUCATION AND YOUNG PEOPLE: A REVIEW

Dr. Bipasha Maity

Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.
Email Id-bipasha@presidencyuniversity.in

ABSTRACT:

This abstract explores the nexus between social media marketing, education, and young people. It looks at how young people use online platforms to actively engage, consuming and creating material that drives trends and consumer behaviour. Additionally, it looks at social media's potential as a tool for advocating and spreading knowledge about educational concerns. Social media marketers may create tailored tactics to successfully engage this group by knowing the motivations, preferences, and behaviors of young people in the digital arena. First, it will look at the boundary between formal and informal learning, demonstrating how social media is blurring these lines at a number of our field sites. Even a withdrawal from formal education is being facilitated in certain areas by it. Additionally, this chapter focuses more on how student-student, teacher-student, and teacher-parent relationships three of the most important ones in education are changing as a result of social media. Key themes altered by social media are revealed by examining each of these connections, notably intimacy and conflict, monitoring and involvement, and mediating understandings of responsibility. All of them emphasize the crucial social aspects of education, which are increasingly carried out in online settings.

KEYWORDS:

Young People, Education, Social Media Marketing, Trends, Consumer Behavior, Advocacy.

INTRODUCTION

Politics and education are two areas in the overall study of social media that stand out as having already attracted a lot of interest. The latter often sparks curiosity since social media is so intimately linked to youth and is often believed to be where kids today spend much of their free time. The overall effect of social media on young people's education and wellbeing is likewise a source of great doubt and worry. Some people think that prohibiting access to phones and other Information and Communication Technologies (ICTs) will be the only way to stop social media from undermining the educational system and causing a sharp drop in grades. Others feel that the adoption of such technologies will undoubtedly be advantageous to everyone involved since they view social media as having the capacity to revitalise the educational experience and force formal education to embrace new types of casual and interactive learning[1]–[3].

The study on education is often of the highest quality, as was found in our evaluation of academic studies of social media. Social scientists have been able to conduct systematic, impartial research in this area to help educate public discourse. The idea of "media literacy" has an important effect on most of this study. This child-centered policy approach places a strong focus on giving individuals the knowledge and skills necessary to develop media messages deftly and critically. The initiative places a strong emphasis on being conscious of

production, language, representation, and audience. Ito and her colleagues' study on American youths' usage of new media is one instance of this. The authors demonstrated how young people utilise new media to forge friendships that are fueled by peer learning and to promote media literacy. The authors contend that this works best when young people have limited access to larger public spaces and may "hang out" and "mess around" in general.

This issue is addressed here, where it is discovered that social media has a greater beneficial impact if learning is seen broadly, as opposed to in the strict sense of conventional education. These studies examine social media in the broader context of new media. For instance, the anthropologist Lange has studied how young people utilise YouTube in innovative ways via the creation of 'personally expressive' spontaneous, fleeting movies generated in collaboration with peers. Michael Wesch is the principal investigator in lengthy ethnographic research on video blogging. His focus is on learning, increased engagement, the emergence of new communities, and the skills and knowledge that participants gain from the experience. The idea of "connected learning," which places an emphasis on ongoing interaction and "active" learning, is at the forefront of educational thought in general. These studies also highlight the growing importance of denigrated "geek identities" among young people who, otherwise, we may consider to be part of the mainstream. Boyd and Clark both show how social media usage issues are often incorrectly ascribed to young people's misbehaviour, while also emphasising how parental use and management of social media is a component of equal or larger significance.

In addition to the restricted emphasis on young people individually, it is crucial to recognise that parental demands on children are often conflicting, inconsistent, and harmful. Children worry more about parental monitoring on our English field site than they do about social media corporations. A upcoming ethnographic book by Livingstone and colleagues also highlights the significance of taking note of this larger environment. It was based on an ethnography of a single English school class and includes time spent with the kids in their families. This is crucial, according to Boyd and Clark, since teens need and crave some independence from their parents and other authority figures in order to get firsthand experience in handling social situations, particularly those involving their friends. So, 'media literacy' is also a kind of social literacy that social media may help children acquire, if their parents give them the room to do so. Clark draws attention to the proviso's underlying class dynamics. The majority of parents who understand how having these digital communication skills would improve their children's prospects in life and exacerbate previous class gaps are more educated and richer parents.

Others point out how social and new media have evolved into emblems of globalism or even a driving factor behind cosmopolitanism. This is particularly important in many of the remote locations that made up our field sites. Here, new ICTs might deepen the social inclusion gap between these new cosmopolitans and families that are poorer and have less education. Others have performed studies outside of the parent-child connection to look at the influence of organisations with power and representation over infrastructures like the law and the school system, including governments and educational systems. This is why Livingstone and her colleagues' work is so crucial. They have conducted in-depth research on the state of children's and students' use of new media, and they have presented their findings as fair, sensible, and simple advice that can be applied to policy areas like education, law, and child protection. This enables more thoughtful and well-informed interventions.

Livingstone and her coworkers address both parental concerns about their children and Boyd and Clark's concerns about parental behaviors. They promote a careful balance between upholding young people's liberty and staying cognizant of the risks associated with the

exposure that new social media platforms bring to them. We don't want our project to take away from the contributions made by the new academic research, which is unusually based on in-depth qualitative ethnographic studies of the type we support (in the case of Livingstone, this is supplemented by in-depth, cross-country comparisons). It acknowledges that the school and family environments that most children encounter across the globe are substantially different from those in North America and Europe, which serve as the context for this research. As we move on to very different contexts in countries like Brazil, China, India, and Turkey though we'll also notice noticeable differences between ostensibly similar sites like an English village and a southern Italian town the emphasis on context that they advocate will become even clearer.

DISCUSSION

'Formal' to 'informal' learning: addressing alleged educational flaws

Parents from the field sites with the lowest levels of economic development Brazil, China, and the rural region of our field site in south India face severe financial disparities. They often vented their overall displeasure with the local schools' failure to adequately prepare pupils for success in formal education, the workforce, and life in general. In response, a lot of young people used social media in creative ways to provide extra resources for learning and networking that they thought would help them further their education. Sometimes they thought they were more applicable to their life and more valuable. At the Brazilian field site, Spyer found that parents saw their kids' interest in computers as a good sign for their future, as it would make them better-rounded and globally connected [4]–[6].

Teachers, on the other hand, considered Google to be the "good internet," a trustworthy source of information, while social media was seen as the "bad internet," distracting students, having a negative influence on their academics, undermining professional authority, and generating disturbance in class. Students believed that using social media improved their reading and writing abilities in part because it allowed them to escape peer criticism of their spelling errors, which was not recognized by parents or instructors. Social media also gave children some independence from their parents, who often had reading skills that were much lower. This diversity in opinions was mapped by the south Indian field site onto socioeconomic class and the sort of education obtained. Venkatraman observed significant differences in environment and instruction quality amongst middle schools (children aged 11 to 15). Due to parental worries about the impact of such usage on academic success, children from rich and middle-class homes who attended private and international schools tended to use social media with relatively high levels of parental supervision. Contrarily, kids from lower socioeconomic backgrounds who attended public schools tended to have far more optimistic perspectives; their parents saw social media platforms as educational in and of themselves, regardless of how they were utilized. Similar to this, lower class parents whose kids attended schools lacking in comprehensive ICT facilities and instruction tended to encourage their sons to use social media in the hopes that it would help them gain ICT skills and, as a result, land them jobs in the massive IT park being built nearby.

Unmarried women from lower-income households were not allowed to possess mobile phones, mostly out of concern that their usage may result in marriages that did not follow caste rules. Many young women, however, got around these limitations by using the phones of their schoolmates to access social media or by getting office jobs that required them to have a cell phone with internet access. In contrast to common perceptions of education in China, Wang discovered that migrant factory workers in the country's industrialised economy had little interest in their kids succeeding in school or going on to higher education. This

finding emphasises the radically different value systems that these two groups hold. The manufacturing employees accepted it as inevitable that their kids would quit school in favour of hard jobs. The fact that these kids attended different schools from the locals only made matters worse. Wang observed that, as a result of this lack of interest in formal education, factory employees and their kids often read lengthy posts on social media on subjects including self-help, nutrition, health, and financial advice.

Sharing or discussing things with friends didn't appear to be a priority for them. As an alternative, people save such posts to their own profile page for subsequent viewing by themselves. This appropriation of social media for knowledge storage and revision is an example of how people turn certain platforms into learning aids. In the rural China field site, things were exactly the reverse. Her parents put a high value on their children's education since they thought that success in school would provide their kids a stable and pleasant existence. In this context, social media was overwhelmingly seen as having a detrimental influence on academic development and learning (not only by parents, but also by students themselves). Each day, students spent a lot of time in class. They often attended pricey private tuition programmes in the town over the summer vacation. Parents wanted their kids to go to college, but they had little knowledge about what students needed to succeed in examinations or what life was like once they got there.

All of these were significant limitations, yet students nevertheless managed to access social media. They used "QQ Groups," instant messaging groups whose membership often matched their actual class groupings, a lot. Students utilised these not just to continue their interactions with classmates beyond school hours, but also to exchange homework solutions and get assistance from their peers. Asking for assistance from friends was particularly crucial since, in this remote location, it was sometimes difficult to physically connect with classmates outside of school hours and parents frequently lacked awareness about their assignments. While there are significant wealth disparities in the Brazilian, Chinese, and south Indian field sites, some families in the relatively equal south Italian field site expressed similar concerns about how well their children would be prepared for the job market by schools and colleges.

Nicolescu points out that while though professors usually forbid using cell phones in the classroom, many students, particularly those from technical institutions, felt free to do so. They believed that social media's traditional family and solidarity networks would be more effective in assisting them in finding employment than formal education. As a consequence, the instructors stood out as the only group to oppose student usage of social media. In Trinidad, differential views towards social media also depended on economic class. Rich families like to register their kids in prominent after-school programmes at private institutions. These kids often utilise the internet and social media to do research and finish their homework. Lower income households, who often include parents who have had less formal education, put less of an emphasis on their children using social media. Similar to this, wealthy and elite families prefer social media as being good for schooling at the field location in southeast Turkey. In conclusion, our research discovered that wealthier families tend to favour the usage of social media for education on several of our sites.

While individuals who feel let down by formal education anticipate that social media will give an effective entry into informal education, those who appreciate and trust formal education are more often concerned that social media would undermine this - and these are often low-income families. The perception of social media as a tool for social mobility and its utilization as a complement or substitute for formal education are both important considerations. Some of the wealthier communities also had higher faith in kids' ability to utilize social media for good. For instance, most secondary schools in the English field site

(for students between the ages of 11 and 18) have Twitter accounts set up specifically for each year group to notify those pupils about school-related events. But in each of these instances, the relationship between formal and informal education has changed as a result of the widespread usage of ICTs. The most notable impact was on our field sites in fast emerging nations like Brazil, China, and India, where people often believed that ICTs like social media would make up for what was seen to be insufficient formal education in certain locations.

However, the impression of these services' educational value was connected to a more general desire for riches. This broader viewpoint on social media's effects on education also comes from our ethnographic context, which supports one of the key takeaways from our initial literature review: that acknowledging the social context of both formal and informal learning is essential to understanding their relationship. The key aspect of social media is probably how the new communications facilitate more subtle changes in relationships between students, teachers, and parents, thereby highlighting the crucial social dimensions inherent to all types of learning. Earlier digital technologies, such as search engines, may have had a more direct impact on autonomous learning.

Relationships between Teachers and Students

There is significant hesitation among instructors in several of the field locations due to the pervasive assumption that young people's usage of social media interferes with their academic success. The expanding field of "New Literacy Studies" (NLS) is helpful in highlighting the propensity of political and theoretical approaches to create a significant separation between school and outside of school, frequently relegating all enjoyable activities to outside of school contexts while also assuming they are frivolous and not conducive to learning. Teachers are often charged with maintaining these boundaries by imposing restrictions on the use of social media and ICT in classrooms. They often, however, are keenly aware of the significance of social media for young people's communication, and as a result, they see its potential contribution to young people's education and development. However, both our Brazilian and Italian websites ran completely counter to this assumption. Numerous research supported by NLS have argued for the importance of integrating technology usage abilities that kids gain at home into classroom curriculum. In doing so, they cast doubt on the notions that information acquired at home is accidental while knowledge acquired in schools is relevant for everyday life and that schools are the ideal place to decide what technologies should be taught[7]–[9].

Instead, it focuses on the changing interactions between students and their professors that social media is facilitating, in keeping with the sociality emphasis of our research. Many instructors are also aware of the potential impact social media may have on the way they interact with their students. Determining if being friends with kids on social media is permissible, and if so, establishing and maintaining the proper boundaries and distance between themselves and their pupils via social media accounts, seems to be a major concern for many instructors. The south Indian field location is the most illustrative example. Regarding how to effectively harmonise the relatively egalitarian friending that social media permits with the extremely hierarchical structure believed to be the norm in student-teacher interactions, there is a particularly high degree of ambiguity and confusion. According to Venkatraman, in this situation instructors often find themselves divided between their responsibilities as guardians of the kids under their care which call for interaction and oversight of students and the official prohibition on social media usage (by both students and teachers) inside many schools.

One of the main effects of this seeming paradox is how variables like student age and gender may have an impact on how suitable teacher-student interactions are when they occur online. Middle school pupils, between the ages of 11 and 15, are often the most eager to friend their instructors on social media. When students successfully "friend" their instructors on Facebook, according to Venkatraman, they often experience tremendous pleasure and are especially eager to tell their friends about this new online connection. This, according to Venkatraman, is because middle school children see their instructors as having a lot of power, and they want to be associated with that authority. Equally as many professors were eager to friend their own kids because they believed that doing so would enable them to keep an eye on their online actions and perform their duty of care to the children. Venkatraman, however, points out that senior high school students (aged 16 to 18) were often less excited about adding their own instructors as friends on social media precisely because of such monitoring.

Many students, especially boys, voiced worry that friending their instructors in this manner would violate their right to privacy. This apprehension was shared by instructors as well, who were hesitant to add older kids as "friends" on social media due to worries that these students could be able to see details of the teacher's personal life. According to Venkatraman, in these situations, whether professors would become friends on social media depended on how tight and trusted their offline relationships were with these pupils. There may have been even more obstacles between pupils and instructors friending each other on social media at the field location in southern Italy. In this instance, instructors' own reluctance to utilise social media, which they viewed as being outdated, served as a major driving force behind it. Additionally, they were concerned that social media may threaten what they saw as the "classical model" of education, in which information is passed from an educated instructor to an uneducated pupil.

China was the most famous country to break this tradition of instructors being hesitant to befriend students. This is probably caused by the peculiarities of domestic platforms as well as regional customs governing the sorts of posts that should be published online via such platforms. First off, the most widely used platforms, including WeChat and QQ, do not let users to post on one another's walls and have either little or no photo-tagging options. By doing this, users may exert more control over what is posted on their pages and fewer individuals can publish potentially humiliating things on other people's social media sites. As a result, compared to many other non-Chinese field sites, the most public face of social media, which focuses on sharing postings within intimate circles of friends, is often less divisive.

As a result, there are far less issues when it comes to students and instructors viewing one other's postings. Despite the fact that instructors in China were less reluctant to buddy kids than on our other sites, there was still a substantial barrier since some professors didn't see the need in going online. Students valued the professors who did utilise social media, and they sometimes found it simpler to ask for homework assistance in this manner. Trinidad has also seen the usage of social media to reduce anxiety in interactions between students and teachers. According to Sinanan, students are more at ease using their local accent while talking on social media than they are when speaking informally at school.

As a consequence, some of the less self-assured pupils choose to communicate with their professors outside of the classroom using dialect and social media. They may interact with the professors and their schoolwork more actively in this manner. The examples in this section have shown how social media has changed the dynamics between students and teachers at all of our field locations. Stronger ongoing connections outside of the school environment have made it feasible for new types of visibility and surveillance, raising concerns for both students and instructors. On the other hand, these new social media have

produced new channels for communication, ways to participate, and, in some circumstances, more equal student-teacher relationships than were before possible.

Relations between Parents and Schools

The link between parents and their own children as well as the schools they attend is the third side of this triangle and one that has become more important to the fundamental research on social media in the US and Europe thanks to the work of Livingstone, Boyd, and Clark, among others. The moral responsibility parents feel to educate their children in a certain manner, how this projected education may vary from that conceived by the school and its instructors, and the role of social media in mediating such inconsistencies are the central themes in this story. In this research, the English field site provided the most noteworthy (and probably most effective) example of teacher-school engagement on social media. Here, a primary school with children ranging in age from 5 to 11 launched a school blog and Twitter account and began publishing pictures of the daily work that their students produced. The blog became popular with parents right away. It offered a solution to the long-standing issue that many parents find it difficult to gain specific descriptions from their kids about what they have done while at school, sometimes leading them to fear that schools may not be appropriately scheduling students' time. In this instance, publishing student work online allayed parents' concerns, allowing them to reframe the act of sending their children to school as a fulfilment rather than a breach of parental responsibility, and immeasurably enhancing teacher-parent relations.

Local schools in Chile's north also upload pictures of inside-the-school activities like seminars and special events on the field site. The majority of women are expected to become preschool teachers or work at the neighborhood store, while males are expected to take up physical employment in the mines or the port, according to Haynes. As children in the community become older, parents have the impression that education, apart from acquiring practical skills, becomes less and less important. Local schools are attempting to re-engage parents on Facebook in an effort to reignite enthusiasm in their children's education. The south Indian field site provided a concluding illustration of how schools are actively using social media to manage their interaction with parents. In this case, a higher standing institution reacted in response to perceived harm that social media usage was causing to its reputation.

According to one parent, Venkatraman adds, this new, more strictly controlled organisation that included involvement from the school gave them online activities a stronger feeling of community. The school found it helpful to open up a channel of communication on social media, but they also remained keen to discourage teacher parent communication through platforms like WhatsApp out of concern that disclosing a teacher's personal phone numbers to parents would lead to teachers being subject to constant parental questions. The example from South India illustrates the efforts made by schools to use social media to direct parents' feeling of responsibility towards their children and investment in their education in ways that these organizations deem to be beneficial[10]–[12].

CONCLUSION

Social media marketing is significantly influenced by young people and education. Marketers may use social media to advance educational efforts, spur good change, and build deep relationships with this crucial group by recognizing their impact, understanding their motives, and embracing their advocacy. Young people may influence trends, consumer behaviour, and advocacy for a better future via high-quality education through effective involvement in the digital environment. In this instance, the issue was brought on by parents who felt it was their

responsibility to modify the school in order to better the lives of their children. Together, they created their own Facebook groups to explore possible adjustments to the way that education is delivered, to discuss the homework that their kids were doing, and to provide greater assistance in general. But soon the discussion on the pages became contentious, turning to rumours and scathing criticism of a number of specific school instructors. The head teacher of the school quickly became aware of these Facebook groups and moved to establish control over them in response. The principal urged some parents to create a single Facebook page that would be run by several parents who served on the school's Parent-Teacher Association (PTA), with additional monitoring provided by administrators.

REFERENCES

- [1] L. Bond *et al.*, "Changing cultures: enhancing mental health and wellbeing of refugee young people through education and training.," *Promot. Educ.*, 2007, doi: 10.1177/175797590701400302.
- [2] P. Nelson and S. Taberner, "Hard to reach and easy to ignore: the drinking careers of young people not in education, employment or training.," *Child Fam. Soc. Work*, 2017, doi: 10.1111/cfs.12260.
- [3] R. Thompson, "Individualisation and social exclusion: The case of young people not in education, employment or training.," *Oxford Rev. Educ.*, 2011, doi: 10.1080/03054985.2011.636507.
- [4] A. Rashid, "Obese young people, fertility education, carers, and home visits," *British Journal of General Practice*. 2017. doi: 10.3399/bjgp17X689233.
- [5] M. Michail, L. Tait, and D. Churchill, "General practitioners' clinical expertise in managing suicidal young people: Implications for continued education.," *Prim. Heal. Care Res. Dev.*, 2017, doi: 10.1017/S1463423617000299.
- [6] M. E. Letelier Gálvez, "Understanding the Brain and the Education of Adult and Young People.," *Estud. Pedagog.*, 2020, doi: 10.4067/S0718-07052020000200177.
- [7] R. Brooks, "The social construction of young people within education policy: Evidence from the UK's Coalition government.," *J. Youth Stud.*, 2013, doi: 10.1080/13676261.2012.725836.
- [8] N. Haberland and D. Rogow, "Sexuality education: Emerging trends in evidence and practice.," *Journal of Adolescent Health*. 2015. doi: 10.1016/j.jadohealth.2014.08.013.
- [9] C. Cheong-Clinch, "Music for engaging young people in education.," *Youth Stud. Aust.*, 2009.
- [10] R. H. Scott *et al.*, "What and how: doing good research with young people, digital intimacies, and relationships and sex education.," *Sex Educ.*, 2020, doi: 10.1080/14681811.2020.1732337.
- [11] K. Facer, "Taking the 21st century seriously: Young people, education and socio-technical futures.," *Oxford Rev. Educ.*, 2012, doi: 10.1080/03054985.2011.577951.
- [12] L. Brown, "Indigenous young people, disadvantage and the violence of settler colonial education policy and curriculum.," *J. Sociol.*, 2019, doi: 10.1177/1440783318794295.

CHAPTER 2

A COMPREHENSIVE REVIEW ON THE ADOPTION, USAGE, AND IMPACT OF SOCIAL MEDIA IN WORK AND BUSINESS CONTEXTS

Dr. Vankadari Gupta

Associate Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.

Email Id-chithambargupta@presidencyuniversity.in

ABSTRACT:

The rise of work and business in social media has transformed the workplace by presenting groups and individuals with fresh options for networking, communication, and cooperation. This abstract emphasizes how social media has transformed workplaces and commercial settings, demonstrating its possibilities for expansion, brand exposure, entrepreneurship, and remote employment. The usage of social media in professional contexts raises ethical, privacy, and security concerns, which are also acknowledged. This abstract lays the groundwork for a thorough knowledge of the topic and its implications for the contemporary workplace by examining the idea of labor and business in social media. We will also talk about the possibilities that social media offers to company owners and those who want to build their own personal brands. Access to markets and resources has become more equitable thanks to social media, which also offers a forum for presenting abilities, talents, and knowledge. It has made it possible for people to achieve their professional ambitions and objectives by enabling remote employment, freelancing, and entrepreneurship.

KEYWORDS:

Business, Social Media, Work, Transformation, Digital Landscape, Communication, Marketing, Networking, Collaboration.

INTRODUCTION

The way organizations function and interact with their audience has been completely transformed by the incorporation of social media into work and commercial settings. Social media platforms have developed into potent instruments for networking, collaboration, marketing, and communication, giving companies new opportunities for development and success in the digital era. We will discuss the idea of work and business on social media and how it has significantly impacted many facets of professional life in this introduction. We'll examine how social media has changed how companies interact with their clientele, find their target market, and raise brand recognition. We'll also look at how social media helps people connect and work together, allowing companies to reach out to colleagues, partners, and prospective customers[1]–[3].

Social media does, however, also bring up ethical, privacy, and security issues in addition to the many advantages. The difficulties of controlling their online presence, safeguarding their data, and guaranteeing appropriate usage of social media platforms must be overcome by both organizations and people. We will get a greater grasp of the transformational potential of social media in professional contexts as well as the possibilities and difficulties it brings for both organizations and people via this investigation of work and business in social media. It comes as no surprise that journalism concentrating on the usage and potential of social media within commerce is often avidly read, shared, and remarked upon given the vested interests of so many people and businesses in speculating on the future share prices of social media

firms. However, there is also a clear public interest in issues like whether social media is enhancing workplace communication or merely distracting employees, whether it is worthwhile for businesses to invest a lot of time and money in social media marketing, and how far social media extends the capacity of business to influence and entice consumers.

The particular emphasis of Venkatraman's study at the field location in southern India was the influence of social media on the dynamic between work and leisure. Four more subjects are covered after this. The second part of our analysis looks at how people utilise social media to get employment. Our third part examines social media firms themselves as well as the effects of social media advertising, an increasingly popular method of self-funding. The fourth part discusses the possibilities of social media for the growth of trade, small business, and e-commerce. The last portion examines people's various conceptions of money and how it relates to family life and other values, contributing an anthropological investigation of the basic categories of employment and trade[4]–[6].

DISCUSSION

Work and Non-Work Relationships

The link between the home and the office has undergone a fundamental upheaval, which is one of the internet's most dramatic and major effects. The people in charge of work have attempted to enforce a tight duality ever since the start of the industrial revolution in England, isolating the job completely from social and personal matters and relationships. The use of email and later mobile phones allowed for a significant breakdown in this barrier. This divide has been largely destroyed in recent years by social media and cellphones, albeit the extent of the damage varies by location and business. It is vital to recognise cases like these when technology has substantially weakened a once-holy premise of capitalism—the division of work and non-work—because we have a tendency to regard commercial advances as inherently linked with the corporate interests that developed them.

Being opposed to such a rigid division between work and non-work, anthropology has long been devoted to understanding work within the larger context of people's lives, making this issue especially significant from that viewpoint. Additionally, a lot of anthropologists focus on regions of the globe where these labour regimes are still developing. For instance, in India, families have historically done labour like weaving from their homes, with the factory system being considerably less prevalent than it is in Europe. Workers in India continued to attempt to use familial connections for recruitment and maintain their customary caste affiliations even inside workplaces. Western practises of keeping work and family apart gradually became entrenched in several industries, nevertheless. Social media has overcome these obstacles, as it has in the majority of other places, and made it easier for coworkers to communicate about romance, interests, and socialising outside of the job. Office chat systems like WhatsApp were used by employees, their friends and lovers to arrange important family obligations, talk about cycling, cricket and new films, and to express their love for one another. A spouse may make arrangements with his wife, who works for a different employer, to pick up his daughter from school. To play to her child at home, a young working mother sent a WhatsApp voice message on her mother's phone. There have been discussions about whether social media is a beneficial tool or a distraction from work at a number of our field sites[7]–[9].

There was a realistic recognition that certain duties are simply plain dull at the Italian field site. Social networking seemed to be a suitable diversion for a store employee without clients, decreasing the likelihood that he or she would leave their position. The survey question on whether social networking was beneficial or detrimental for work was excessively simple,

according to employees like Spyer's Brazilian informants, since both statements were undoubtedly accurate. Sharing information about job openings and overcoming boredom, as with security guards working night shifts, may be effective solutions, but it also has a detrimental impact on work in terms of consuming attention and time.

Similar workplace ambivalence was seen in the English field location. One medium-sized company's employees believed that the company had become too large for frequent face-to-face interactions and that it no longer felt like a "family." They were able to rekindle some of their former intimacy via Facebook, which provided them access to their coworkers' private lives like never before. As a consequence, discussions regarding the family and home life could now be added to those about football and television. Although it allowed for a higher level of intimacy between coworkers, it could also become invasive; for instance, when a supervisor had access to more personal information than employees preferred or when workers were uncomfortable with a colleague's political ideas as stated on social media. The field site in Chile provided us with the most noteworthy illustration of the reconciliation of work and family life.

The city's main business is copper mining, which mostly employs males. These workers live in dorms at the mine site and perform seven-day shifts. Social media is used during this period to keep families in touch and keep employees involved in home life. Topics discussed include anything from arranging children's birthday parties to paying the energy bill. Social media significantly affects how women relate to their families in a world where they make up a sizable portion of the workforce, increasing challenges of child care. Although women currently make up 47% of the workforce in England, they often take long maternity leaves, which are frequently accompanied by heavy social media usage.

Getting and Finding Work

The site LinkedIn is the one with the clearest link between social networking and finding job. This site, which claims to have 380 million members, is largely utilised for business, particularly for job recruiting. Although it was never mentioned on our English website outside of the business world, for those people who worked in the industry, it was by far the most significant social networking site. One individual made it a habit to look at a candidate's LinkedIn activity as a crucial hiring factor. Small-scale local company enterprise employees had a strong collaborative rather than competitive mentality, often meeting in person but also being fully aware of LinkedIn's function. India and Brazil are the two nations with the most LinkedIn users after the US. However, it was never expected to affect the low-income, uneducated employees Spyer investigated, even though the Indian IT industry is undoubtedly aware of it.

As a result, LinkedIn is significant on certain websites (especially the English-language website), but in reality, users creatively utilise other social networking platforms in order to create employment prospects. The field location in southern Italy used by Nicolescu to demonstrate how social media may aid in job search was revolutionary. Locals believed that formal schooling had little relevance in finding employment. Since this region is renowned for its more artisanal activities, such as fine cuisine and pricey tailoring, residents have traditionally sought to acquire jobs via family and social networks. However, this kind of job is currently in decline, and new career opportunities are less sensitive to the effect of such family networking.

People develop their writing skills on Facebook in a way that mirrors the importance of style in more conventional artisanal labour. There are numerous opportunities for visual promotion, such as creating posters, as well as an expansion in related commercial sectors,

including advertising and public relations, at the field site in south Italy, which is home to more than 200 different cultural organisations, 437 artisanal businesses, and 116 bars and restaurants. Therefore, Facebook unintentionally evolved into a training ground and exhibition area for the talents that were rapidly becoming a path to employment. This is advantageous for those with significant cultural or educational capital since, although being low compensated, these positions showcase the more aesthetic talents of the worker. As Nicolescu demonstrates, this has had little effect on those with lower levels of education or cultural capital, but those with the correct background may benefit from social media as the industry transitions from more traditional craft skills to this new, more global realm of online design.

In other fields, education continues to be essential for employment. Venkatraman discovered a noticeable difference between schools serving lower-income students and more wealthy institutions, which often forbade the use of social media. The latter promoted social media usage, hoping that it would help low-income schoolchildren become ready for careers in the IT industry. As a result, people start acting a little more liberally than is typical in industrialised nations, however it's not obvious whether utilising social media eventually made it easier to get jobs in this field. In general, the Indian IT industry has recently pushed to hire more via what seems to be a meritocracy, emphasising academic qualifications rather than caste or family ties.

Venkatraman discovered, however, that even in this technologically advanced industry, WhatsApp significantly contributed to returning the hiring processes to these more conventional channels; current employees informed qualified friends and family members about job openings or company details before the positions were formally advertised. Since employment in Brazil is one aspect of the recent increase in social mobility experienced by more than half the population, along with the desire to achieve a respectable level of income and consumption and at least some educational and cultural capital, Spyer uses the term "emergent class" in the title of his book. Our field locations in China and India, two countries that may account for the majority of the world's population today, might both be considered emergent.

In this setting, labour serves as more than simply a means of subsistence and a connection to the formal world, which typically includes banks, rules, schedules, and the government in addition to literacy and mobility. Social media becomes the venue for discussing employment possibilities or advice on how to pass an interview for individuals in Brazil who are successful enough to attend college. As a result, social media serves as this emerging class's primary form of solidarity. Additionally, it may be utilised to connect relevant job possibilities. In our English field site, a plumber will utilise social media to connect with carpenters or house painters since, as in Brazil, a chance for one may often convert into employment for them all.

Significance of social media companies

The social media businesses themselves as employers are unrelated to our mission. The number of employees is limited, and we would have been shocked to find even one in any of our field locations. We were more interested in determining how much people worried about how these corporations would affect their life, such as whether they were anxious about how these companies might utilise the large quantity of personal information to which they now had access. We didn't find much proof of this worry. Miller noted that Facebook had lost its appeal to young people, but he countered that this was not because they were concerned about what Facebook itself may do with their data, but rather what their parents might do.

The fact that WhatsApp and Instagram are both owned by Facebook as a corporation has had no impact on popular opinion. In our field sites, users compare, contrast, and utilise WhatsApp, Facebook, and other platforms differently despite the fact that they are all owned by the same company, something that most users seem to be mostly ignorant of and disinterested in. It isn't used in China anyhow. Orkut was the social networking platform that first gained popularity among large populations in countries like Brazil and India; the move to Facebook was mostly motivated by a desire to mimic urban areas.

Most people wouldn't have paid much attention if events had turned out differently and Orkut had eliminated Facebook and taken over as the dominant worldwide player. At the same time, the failure of Google-owned Orkut and the comparatively poor performance of Google+ revealed the limits of corporate authority. Even massive, cross-industry projects like QR13 codes may fail. According to our data, people don't really care if a video component is added to communication for instance, whether it's done via FaceTime, Skype, or Facebook or whether a message is sent over WhatsApp, Facebook, or simply their phone. Given the polymedia context, it is probable that the disparity between these possibilities has been assigned a cultural meaning, something that matters far more to our informants in every location than a platform's technical attributes or ownership.

There is unmistakably a preference for Apple over Microsoft or Android. However, rather than being an issue for the businesses themselves, this may once again be for cultural reasons, such as showing off one's new phone. Given Tencent's dominance (they own the two most popular platforms, QQ and WeChat), there may be a greater feeling of monopolistic control in China when it comes to surveillance or corporate power. In China, a monopolistic state that is unrelated to Tencent but nevertheless interferes with people's usage of social media, most notably by blocking access to Facebook and Twitter, is also linked to this control. As Wang points out, a government drive to create this industry in 1999 resulted in a large portion of the commercial growth of the social media businesses in China. At the time, China lagged behind other nations in terms of communication technology by several decades. ICT's promotion as one of four "modernizations" was a resounding success. China became the biggest telephone market in the world in 2003, and it also had the most internet users in the world in 2008. Additionally, the effect could be more widespread.

As McDonald demonstrates, Tencent News Centre, which distributes in-app news updates, has become the primary daily news source for social network users at his rural Chinese field site. He was unable to locate any users who had turned off this feature. His investigation also demonstrates the distinction between news from social media and that from official governmental news networks. Crime predominates in the former, followed by broader issues like love, marriage, and sex. Crime in our country often involves tales of corruption, so even while censorship is rarely questioned, the criticism of dishonest politicians is nevertheless important. On social media, however, this criticism tended to focus on debates of people from other fields. In contrast, individuals were more receptive to discussing neighbourhood issues in casual face-to-face situations. Twitter is seen more as a source of news than a content provider, but there is no analogous indication that Facebook dominates news content to this extent outside of China.

Once again, if we shift our attention to southeast Turkey, the state and its threat to censor websites like Twitter remains the people's top concern. Advertising on social media is another way that business activity may affect users. Few people claimed to have made purchases as a direct result of social media advertising, according to Wang's study of the commercial use of social media in both her factory town and Shanghai, but many claimed to have been influenced by the opinions of others they know on social media. The majority of the time, this

is indirect, such when patrons remark a restaurant whose cuisine they enjoyed. Small companies discovered new kinds of advertising, such as gathering WeChat "likes" that they use to contact clients, whereas prior types of advertising may have had less of an influence on social media. Advertising that revealed a company had cancer or had reached retirement age are two examples. It seems that businesses may be disregarding studies that suggests that such tailored advertising may potentially turn individuals away from the brand rather than foster a stronger bond with it. It is very feasible that the negative impacts of this regular reminder of how much the firm knows about you may be more harmful, even if targeted advertising initially succeeds in sometimes getting people to purchase those things. Certainly, informants often complained about it [10]–[12].

CONCLUSION

Social media has completely changed how people work and do business, providing previously unheard-of chances for networking, marketing, and entrepreneurship. Competitiveness, consumer engagement, and professional development may all be improved by using social media as a strategic tool. To take full use of social media's advantages, people and organizations must successfully negotiate the ethical, privacy, and security issues involved. The discussion of advertising brings to light a serious issue with social media company monitoring and how much information the corporations know about the user. The indication that there may be a problem with what many businesses expect would be a sustainable company strategy was a hot subject in the English field site. Targeted advertising is currently used more often in commerce, partly because social media firms and the majority of other digital businesses have failed to develop viable alternative revenue models. The issue is that while people in England might not have been overly concerned with the concept of surveillance or even the political issues resulting from the revelations and Edward Snowden in 2013, these concerns become very real when they personally encounter targeted, sometimes quite inappropriate advertising that can only come from a source with a good deal of personal information about them.

REFERENCES

- [1] F. F. Izzati, "'Women's Work' in Indonesia's Social Media-based Online Store Business: Social Reproduction and the Feminization of Work," *J. Indones. Soc. Sci. Humanit.*, 2020, doi: 10.14203/jissh.v10i1.157.
- [2] K. Kirchner and L. Razmerita, "Managing the digital knowledge work with the social media business value compass," 2019. doi: 10.24251/hicss.2019.773.
- [3] Q. Song, Y. Wang, Y. Chen, J. Benitez, and J. Hu, "Impact of the usage of social media in the workplace on team and employee performance," *Inf. Manag.*, 2019, doi: 10.1016/j.im.2019.04.003.
- [4] T. S. Patma, L. W. Wardana, A. Wibowo, B. S. Narmaditya, and F. Akbarina, "The impact of social media marketing for Indonesian SMEs sustainability: Lesson from Covid-19 pandemic," *Cogent Bus. Manag.*, 2021, doi: 10.1080/23311975.2021.1953679.
- [5] L. Razmerita, K. Kirchner, and P. Nielsen, "the Perceived Business Value of Social Media At Work," *Int. J. Multidiscip. Bus. Sci.*, 2017.
- [6] S. Jukes, "Crossing the line between news and the business of news: Exploring journalists' use of twitter," *Media Commun.*, 2019, doi: 10.17645/mac.v7i1.1772.
- [7] E. Fantini, M. Sofyan, and A. Suryana, "Optimalisasi Sosial Media Sebagai Sarana Promosi Usaha Kecil Menengah Meningkatkan Penjualan di Masa Pandemi Covid-19," *J. Ekon. Manajemen, Bisnis Dan Sos.*, 2021, doi: 10.5281/ZENODO.4575272.

- [8] A. Pourkhani, K. Abdipour, B. Baher, and M. Moslehpour, "The impact of social media in business growth and performance: A scientometrics analysis," *Int. J. Data Netw. Sci.*, 2019, doi: 10.5267/j.ijdns.2019.2.003.
- [9] J. I. Veazie CRCE, CCT, "Risky Business: Work Place Conflict and Social Media," *Receiv. Rep.*, 2019.
- [10] E. L. Lingo and M. B. Elmes, "Institutional Preservation Work at a Family Business in Crisis: Micro-processes, Emotions, and Nonfamily Members," *Organ. Stud.*, 2019, doi: 10.1177/0170840618818597.
- [11] L. Schmitt, E. Casenave, and J. Pallud, "Salespeople's work toward the institutionalization of social selling practices," *Ind. Mark. Manag.*, 2021, doi: 10.1016/j.indmarman.2021.05.008.
- [12] A. K. Olsson and I. Bernhard, "Keeping up the pace of digitalization in small businesses—Women entrepreneurs' knowledge and use of social media," *Int. J. Entrep. Behav. Res.*, 2021, doi: 10.1108/IJEER-10-2019-0615.

CHAPTER 3

A BRIEF INTRODUCTION OF ENTREPRENEURSHIP AND NETWORKING

Dr. Jayakrishna Herur

Associate Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.

Email Id-jayakrishna.udupa@presidencyuniversity.in

ABSTRACT:

Success in today's changing business environment requires networking and entrepreneurship. An overview of the relationship between networking and entrepreneurship in the context of social media is given in this abstract. It highlights the possibilities for establishing relationships, gaining access to resources, and boosting commercial endeavors as it examines the benefits and problems that social media platforms bring for entrepreneurs. The abstract also discusses how social media may encourage creativity, teamwork, and community involvement. This abstract establishes the groundwork for future investigation of this developing topic by looking at how networking, entrepreneurship, and social media interact. Social media and e-commerce in general are increasingly being seen as a viable tool for growing small, local enterprises in a number of fields. We meet A-mei, a female manufacturing worker, at the field location of our Chinese plant. She established a make-up company on WeChat using her kinship networks and photographs from the Taobao commercial buying website, only to discover that there were already too many others doing the same thing, in part because social media has such a low barrier to entry for business.

KEYWORDS:

Collaboration, Community, Entrepreneurship, Innovation, Networking, Resources, Social Media, Success, Venture.

INTRODUCTION

However, the success of a free-range chicken and egg company in the same neighborhood was largely due to the fact that its clients were generally friends, relatives, and coworkers. Young women often start these businesses as an addition to their regular employment rather than as a full-time job [1]–[3]. More broadly, McDonald and Wang contend that the expansion of e-commerce on platforms like WeChat is being fueled by the fact that personal recommendations have a far greater impact on consumer behaviour in China than they do in Western nations. Even in McDonald's hometown, individuals use social media to advertise companies that depend on personal custom, like restaurants or a photocopy shop, despite the fact that there aren't many specialised company accounts on Chinese social media sites. For instance, they may use the name of the business and a picture of the storefront as their user account's ID photo. However, indirect use of social media platforms is not the secret to commercial utilisation in China.

More significant is the way Taobao's commercial platform has evolved social traits that set it apart from other non-Chinese websites like Amazon. In this instance of hybrid development, social networking functions may be integrated into e-commerce websites. On Taobao, direct messaging between buyers and sellers is permitted. It is possible to establish prices separately for each consumer, allowing for negotiating. Even in McDonald's little rural hamlet, at least one lady had a Taobao business where she sold clothes online. A physical Taobao store had

been built in the town, assisting locals with their online Taobao purchasing by setting up delivery, which would have otherwise been a huge obstacle to e-commerce. Additionally, this might provide individualized support for persons without bank accounts or those learning how to purchase online. Similar to this, online payment services often referred to as "digital wallets" are developing more rapidly in China, which has an impact on how well social media sites are monetized.

Young individuals may sometimes spend more money directly on social media without their parents' knowledge. All of the aforementioned information implies that rather than searching for a standalone impact of social media on business, we should instead see social media as a new fusion of interpersonal, professional, and communicative changes. The same result is drawn for our south Italian field location in a somewhat different approach. Entrepreneurs are also the most obvious users of social media in this context. They seem to be on the phone all the time. They could have two cellphones and often update their Facebook personal and professional pages. Once again, it's not so much the actual usage of social media, but the little data indicating that even for businesses like hair salons, Facebook advertising is not very beneficial. This frequent use by businesspeople is mainly a result of Italian expressivity and a need for presentation and exposure. People in this area often feel comfortable blending their personal and professional lives because to a shared sense of style.

This is somewhat due to the fact that business has historically depended heavily on interpersonal relationships, but more so because the main driving force behind company is often not profitability but rather the way it promotes social status and allows for socialising as a means in and of itself. Additionally, it's how individuals gain respect in their community and show themselves as responsible citizens. Businesses that aim to promote style and a feeling of cool, such as pubs and restaurants, are particularly active. The more abstract and far-reaching applications of social media, including e-commerce, are far less established, in comparison. We can hone this emphasis on interpersonal ties by looking at the scenario in southeast Turkish city of Mardin. According to Costa, Facebook has significantly impacted small companies, including stores, musicians, real estate brokers, cafés, restaurants, and private schools. This specific business model may not have been feasible in other circumstances.

For instance, a real estate company connected with diaspora residents of Mardin through Facebook and assisted Turkish public officials working elsewhere in the country to purchase real estate there. Social media further provided a national dimension by connecting local musicians and artists with people throughout Europe, allowing them to request and purchase musical instruments and other technical equipment as well as just share opinions on how to perform songs. Instagram's aesthetic influence was beginning to have an impact on fashion advertising. A caveat, however, was that older people's economic activities were little impacted by social media, which made age an essential determinant in who perceived these chances. One of the amazing things about our Alto Hospicio location in north Chile is that there are only tiny, family-run businesses there; there are only a few groceries and one home improvement store (owned by Home Depot). More business is likely transacted at the feria ('market') than at all of these official companies put together. It is a store where customers may purchase items such as new and used clothing, household goods, prepared meals, culinary ingredients, pet supplies, electronics, car parts, tools, and appliances, among other things. Nevertheless, it is notable that despite having 100,000 residents, one of our major field locations had essentially little economic activity.

Even finding a billboard for advertising is difficult. Contrary to the absence of established company, hundreds of Facebook pages with titles like "Buy and Sell Alto Hospicio" have

appeared. Similar to the American website Craigslist, users may post images of whatever they wish to sell, including used items like apparel, appliances, automobiles, residences, houses for rent, tools, and prepared foods, with sushi being the most popular. Some individuals launch their own companies exclusively on Facebook, offering goods like handmade cuisine or imported apparel and footwear. Ordering online is very uncommon since the majority of people do not have credit cards and do not trust the postal service. But Facebook has made it possible for a whole new, locally focused kind of online trade.

People claim that since they can see who is selling them anything on social media, they trust it more than other e-commerce platforms. This is in line with the more general anthropological findings about mistrust, kinship, and trust in this community. As we navigate the many field sites, it becomes clear that social media always results in new types of business. However, the specifics of how this occurs often rely on regional variables, particularly on whether or not the interpersonal component of business relationships is seen favourably or unfavourably. For instance, utilising social media for business purposes is extremely restricted in Trinidad. The presence of these photographers has become one of the ways that the businesses that promote such events draw the people.

Numerous stores and other businesses in our English village site attempted to use social media, such as Facebook, but it is evident that many of these websites were shut down because they were just not time-efficient. Once again, most local business interests saw little profit in adopting social media unless there was a strong personal aspect. This was also true in Trinidad, although for very different reasons. In Trinidad, individuals still prefer face-to-face interactions or rumours to get information about the calibre of products or services offered inside the area. They may have known the business owners in their peaceful rural village their whole lives. In contrast, this may be true of the baker or the butcher in the English village field site, but other businesses that only sell items are evaluated on the basis of price and efficiency rather than on the basis of interpersonal relationships; they are often managed by minority ethnic groups that are kept at arm's length. Social networking is useless for business transactions in this case because people want to keep their personal and professional lives apart. Venkatraman eventually discovered WhatsApp being utilised in south India to transform personal networks into a platform for managing entrepreneurial activity. A few educated young moms (35 years of age or younger) who formerly had lucrative corporate employment sought to manage part-time businesses from their homes. These may include making vibrant, extravagant jewelery, preparing freshly made food, or giving kids in-home tutoring. These were mostly intended for other women who had kids[4], [5].

They used WhatsApp for all of their advertising since it was convenient, practically synchronic, and inexpensive. However, Facebook serves as the platform of choice for independent company owners in service-oriented industries that wish to develop a more extended project, essentially delivering free promotion. Usha, who is in her late forties, is a paid professional storyteller. Usha was determined to make a name for herself as the most in-demand storyteller, restoring storytelling as a culture from its casual beginnings and making it accessible for educational reasons at home. As a sole proprietor, she believed that technology held the key to managing her daily business operations and marketing.

She first used Orkut, then Yahoo groups, and finally Facebook. Due to the rise of nuclear families often without grandparents Usha saw opportunity. She therefore volunteered to teach parents storytelling techniques. Usha built a Facebook page for herself to separate her personal profile from her public, professional one after noticing that businesses were emphasising corporate leaders who were skilled communicators. Through Facebook, she

shared tales, links to websites about storytelling, and stories themselves. She later shared photos of her storytelling sessions, in which she can be seen engaging various audiences. Usha believed that visuals of her in action had a far greater effect than words ever could. Overall, she was grateful for Facebook's provision of a free advertising platform that allowed her to promote herself as a self-employed businesswoman. The south Indian field site also highlighted the unique problems that certain customers face. Venkatraman discovered that many males from lower socioeconomic classes utilised e-commerce sites like Flipkart to buy T-shirts, shoes, slippers, and other products since they found it hard to buy branded goods at larger shops.

Workers at these establishments could be prejudiced towards guys from lower socioeconomic backgrounds. They used this portal's cash-on-delivery payment option as they didn't have credit or debit cards. Additionally, they just learned about Flipkart via its Facebook adverts, which they viewed on their cellphones. These tales from south India serve as a reminder that business is a vast and varied activity; throughout our nine field locations, we found stories illustrating an astounding breadth of social media applications. However, certain generalisations are permissible. Overall, our study found less evidence to back up the tremendous push inside business itself to promote social media as the cornerstone of contemporary marketing. With the exception of LinkedIn, these platforms were primarily designed and are mostly utilised for interpersonal and small-group communication. Therefore, it should come as no surprise that social media has mostly benefited businesses that themselves are founded on a network of close friends and small-scale social interaction. According to our sources, there was far less of an influence on larger-scale corporate activities. People start to worry about the rise of targeted advertising in this area as an indication of undesired interference into personal life. Meanwhile, young people are becoming more skilled at utilising online shopping sites like Amazon and Taobao, the latter of which is acquiring features similar to those of social networking.

DISCUSSION

Greater Values

Questioning what we often refer to as "Western" notions is one of the fundamental functions of anthropology. In contrast, when we read a description of Chinese people burning phoney money at funerals, we would find this connection to money "weird." We prefer to regard them as reasonable, scientific, and natural. However, it is something that is easily explained by the idea of several cosmologies. Therefore, it is important to take into account what people truly mean when they talk about concepts like money, value, and trade when they examine the link between social media and business. We will use the disparity between conventional and ancient Chinese ideas as an example before moving on to the views of today's youth in countries like the US and the UK. WeChat's 'red envelope' method of monetization is one instance to take into account. This is based on an old tradition when at holidays like the New Year and weddings, people would give money in red envelopes[6], [7].

The money is digitalized in this instance, however, and luck is added in a very Chinese way. 'More than 5 million users tested out the ability to send more than 75 million digital red envelopes between Chinese New Year's Eve and 4 p.m. on the first day of the Chinese New Year (31 January 2014), further tying them to WeChat. The WeChat version of red envelopes grew more peer to peer orientated, while traditional red envelopes were from the elderly to the younger age. We must understand that in the West, the private and domestic sphere has historically been characterised in part by its antagonism to the world of business and finance. Giving cash seems less intimate than giving other presents. Money and finance have never

been seen as being in opposition to personal and home life in China, but rather as a crucial component of it. In many Asian cultures, individuals see giving money as the appropriate and maybe ideal method to show their relatives they care about them and that their sentiments are sincere.

In certain circumstances, cash rather than a gift may be considered more acceptable for giving to close friends and family. In addition, there is an intriguing comparison when we look at young people in the US and the UK. Several behaviours that were admittedly nearly totally omitted from our study topic, such as Kickstarting, Crowdsourcing, and couch surfing, have been made possible by social media. While some of them are associated with the possibility of financial gain, the majority of these are exactly the reverse. They link to other trends, like Open Access and Open Source, which are crucial to the ethos of new digital practises, and depend on altruistic considerations to encourage individuals to offer both money and services without expecting any immediate return. In this regard, they differ from the de commodification of entertainment like music, where piracy or receiving goods for free is obviously advantageous to the participants. Narrow self-interest is replaced in some of these other recent movements by what anthropologists refer to as "generalised exchange" or "generalised reciprocity," with the idea being that if we are all helpful in the short term, everyone will profit in the long run, including ourselves. People make investments in innovations and ideas that may not otherwise get funding in these new movements. Among this scenario, social media has inspired acts of charity among young people based on evolving views of the public sphere. The objective of concluding with a discussion of the WeChat "red envelope" and Open Access or Couch Surfing is to highlight how important these applications of social media are for trade, money, de commodification, and value.

However, these issues go beyond conventional notions of business. One of our findings is that social media, like all the other things we address, results in this larger contextualization for labour and commerce, with special emphasis on the social ties that make up social media's main content. A second conclusion is that we would have expected relative homogeneity in the impact of social media between field sites, at least those at a similar level of economic development and with similar histories and forms of market capitalism, if formal economic rationality had been the primary determinant of social media usage in commerce. That wasn't the case, however. Instead, in south Italy, trade was seen as something that might enhance social ties and sociality since engaging in it was a way to be out in the open and visible. In contrast, we discovered that individuals in England prefer impersonal, abstract e-commerce [8], [9].

Only a small number of companies use the personal aspect in their interactions with consumers, and the major effect of modern advertising is seen as an invasion of highly valued privacy. The purpose of this last piece is to serve as a reminder that how social media affects commerce relies on a broader set of values, such as how money or business is seen as being essential to certain cultures and antagonistic to others in terms of appropriate and personal social relationships. Our third conclusion is that most individuals generally identify social media with business when that commerce is allied with small-scale, personal, and group communication. This generalization seems to hold true despite this limitation. Benefits of networking and entrepreneurship in social media marketing

1. Global reach: Social media platforms provide business owners the chance to connect with a large and varied global audience, increasing the size of their market.
2. Cost-effective marketing: Social media marketing is often less expensive than conventional marketing strategies, enabling business owners to advertise their goods or services at a cheaper cost.

3. Increased consumer involvement: Social media platforms allow for immediate, in-the-moment communication with customers, which promotes engagement, forges connections, and collects insightful feedback.
4. Targeted advertising: Social media platforms include sophisticated targeting capabilities that let business owners target certain demographics, interests, and behaviors to improve the efficacy of their marketing initiatives.
5. Access to industry influencers: Social media makes it easier to engage with thought leaders, experts, and industry influencers, opening up possibilities for partnerships, endorsements, and collaborations.

Networking and entrepreneurship's drawbacks in social media marketing:

1. Information overload: Due to social media's rapid speed and ongoing evolution, it may be difficult for business owners to sift through the noise and concentrate on pertinent material.
2. Intense rivalry: Due to the fierce competition on social media platforms, business owners must expend time, money, and effort in order to stand out from their rivals.
3. Unfavorable feedback and reputation risks: Because users may openly communicate their thoughts and experiences on social media, this raises the likelihood of getting unfavorable criticism or running the danger of having one's reputation damaged.
4. Time-consuming: Because social media marketing demands constant and active participation, it may take a lot of time for company owners who already have a lot on their plate.
5. Privacy and security issues: Since business owners must manage sensitive consumer data and maintain the safety of their online presence and information, social media platforms may provide privacy and security hazards.

It's critical for business owners to balance these benefits and drawbacks and create plans to reduce risks and maximize the advantages of networking in social media marketing.

CONCLUSION

Associating networking and entrepreneurship with social media has created new opportunities for ambitious businesspeople to interact, work together, and prosper. Social media platforms provide a cheap and convenient approach to present business ideas, create a solid network of connections, and reach a larger audience. To negotiate the ethical and privacy issues related to using social media, however, is vital for business owners. Entrepreneurs may use the power of social media to promote innovation, development, and success in their businesses by using it wisely and responsibly. One example is a photography company whose primary activity is capturing images at Trinidadian parties in order to publish them on Facebook. Additionally, a social media marketer described in an interview how Facebook advertising may change throughout the day depending on the time of day, such as when people are eating or going to the gym. Similar to how certain companies rely on interpersonal relationships and utilise social media, such as pubs, hair salons, and nightclubs. For instance, one pub in Trinidad routinely updated its events and news to appeal to a more media-savvy clientele. However, more broadly speaking, Trinidad and England were the two locations that made unambiguous restrictions on the commercial use of social media in industries where interpersonal relationships are less important.

REFERENCES

- [1] M. Chaves-Maza and E. M. Fedriani Martel, "Entrepreneurship support ways after the Covid-19 crisis," *Entrep. Sustain. Issues*, 2020, doi: 10.9770/jesi.2020.8.2(40).

- [2] H. Tohidi and M. M. Jabbari, "Evaluation Organizational Learning Capability and Product Innovation Performance," *Procedia Technol.*, 2012, doi: 10.1016/j.protcy.2012.02.114.
- [3] F. J. Li, "Quality evaluation method of college graduates' innovation and entrepreneurship education based on the principle of brain neurology," *Kuram ve Uygulamada Egit. Bilim.*, 2018, doi: 10.12738/estp.2018.6.214.
- [4] M. Blades, "Concise Guide to Entrepreneurship, Technology and Innovation," *Ref. Rev.*, 2017, doi: 10.1108/tr-01-2017-0017.
- [5] M. M. Mars, "Building toward a holistic model of innovation and entrepreneurship education: Transformation before commercialization," *Adv. Study Entrep. Innov. Econ. Growth*, 2013, doi: 10.1108/S1048-4736(2013)0000023010.
- [6] J. J. Ferreira, E. G. Carayannis, D. F. J. Campbell, L. Farinha, H. L. Smith, and S. Bagchi-Sen, "Geography & Entrepreneurship: Managing Growth and Change," *J. Knowl. Econ.*, 2018, doi: 10.1007/s13132-017-0514-9.
- [7] M. Klofsten, E. MacEachen, and C. Ståhl, "New and small firms in a modern working life: how do we make entrepreneurship healthy?," *Small Bus. Econ.*, 2021, doi: 10.1007/s11187-020-00380-6.
- [8] S. R. Papagari Sangareddy *et al.*, "Tourism Grading Council of South Africa Grading Criteria and Minimum Requirements," *Int. J. Hosp. Manag.*, 2013.
- [9] W. G. Kim *et al.*, "Tourism Grading Council of South Africa Grading Criteria and Minimum Requirements," *Int. J. Hosp. Manag.*, 2013.

CHAPTER 4

ONLINE AND OFFLINE RELATIONSHIPS IN SOCIAL MEDIA

Dr. Lakshmi Prasanna Pagadala

Associate Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.

Email Id-lakshmi.prasanna@presidencyuniversity.in

ABSTRACT:

In the current digital era, online and offline connections in social media have merged more and more. The dynamics and effects of these ties on people and society are examined in this research. We learn important lessons about the intricate structure of social ties in the digital sphere by comparing and contrasting the benefits, drawbacks, and consequences of online and offline interactions. This study highlights both the beneficial and detrimental effects of these contacts, shedding light on how social media has changed how we establish and sustain relationships. Social media's global growth in acceptance and popularity has given rise to the idea that a new generation of so-called "digital natives" has emerged. Many of their daily connections seem to be going to be built on social media in ever-growing numbers. As a consequence, a large portion of the globe is attempting to understand this novel occurrence and its implications.

KEYWORDS:

Communication, Digital Age, Interactions, Online Relationships, Offline Relationships, Social Connections, Social Media, Virtual Communities.

INTRODUCTION

Anxiety over social media replacing real contacts and relationships is growing precisely because it has become so ingrained in young people's lives. However, drawing a comparison between two relationship types those classified as online and offline might indicate that they are either mutually incompatible or diametrically opposed. However, we have seen relationships as being established, grown, and maintained via a combination of online and offline engagement during the course of our study[1]–[3]. In a way that is seldom separated from one's offline life, the whole spectrum of offline relationships from family through job and school to social ties in the larger neighborhood may also be present online. Therefore, it appears oversimplified and incorrect to see online connections as something that can be compared with a "real world" that is home to one's actual or more true offline interactions.

This is in line with an earlier criticism of the word "virtual," which was widely used in the early days of internet use. In essence, our research views social media in a manner similar to how everyone views landlines; it is no longer thought of as a distinct "online/on-phone" aspect of life. However, it is crucial for us to recognise as researchers that, despite whatever reservations we may have as academics about this dualistic language, it continues to be the major way that people all over the globe comprehend and interact with digital media. Our sources often mention a different online universe. Furthermore, it is important to recognise that the phrases "online" and "offline" have various connotations for different individuals. For instance, when questioned about the privacy of images on the south Indian field site, several individuals said, "I won't share it online, we only share it offline." By "offline," they really mean sharing images to their close pals over WhatsApp, as Venkatraman pointed out.

Technically, WhatsApp is "offline" in these people's minds since it cannot be considered "the internet" to them despite the fact that it is communicated via a smartphone app. 'Offline' also alludes to the very private character of sociality in this context, while 'online' is interpreted to relate to the internet's public-facing features. However, the same interviewees refer to WhatsApp as social media and so online in other situations. The participants at our field sites often use these phrases both online and offline, so even though we try to respect that, our usage of these terminology is frequently inconsistent with theirs. First, address the widespread worry that more digital mediation results in connections that are less genuine than those that are offline. This issue might cause individuals to believe that as more interactions are mediated by digital technology, human societies are becoming less "real." brings us closer to our own strategy, which employs ethnography to study sociality in the era of social media. Investigate the novel opportunities for social interaction and human experience brought forth by the many situations in which social media has been used globally[4].

DISCUSSION

Authenticity and Mediation

It's hardly the first time that cultures have worried losing their humanity in the face of innovation. As was previously said, concerns date back to the time when the ancient Greeks began using writing. The Greek oral traditions were in danger from this new technology, according to the philosopher Socrates, who also believed that writing would lead to forgetting. Ironically, Socrates' comment may have gone unremembered if it hadn't been for writing. No one now believes that writing diminishes our humanity or realness. On the other hand, illiteracy might be seen as a lack of a basic ability that all people should have. The claim that television turns us into "couch potatoes" is more well-known.

However, contrasted to what is seen as the increasingly individualised and still less "real" sphere of digital connection, the image of a family watching television together has become the subject of wistful nostalgia. Today, there are still allegations that resemble those made by Socrates. One of them is the notion that using technology to do cognitive tasks like remembering on our behalf reduces our ability to think by shortening our attention span. Digital gadgets are seen in each of these situations as an elevated type of mediation that compromises authenticity. However, anthropologists reject the notion of an unmediated authenticity, believing that all facets of identity and relationships, including gender and ethnicity, are inherently mediated by cultural and social norms. Anthropology takes it for granted that tribal societies are no less mediated than urban ones. Face-to-face communication when we meet is heavily mediated by customs and etiquette regulating acceptable conduct between individuals in discussion.

What someone is authorised to say may be restricted by kinship rules just as effectively as by technical restrictions. Online communication may thus be seen by anthropologists as a change in cultural mediation, but it does not increase the degree of mediation in a relationship. There is a risk that our concern about new technology may cause us to ignore the mediated character of earlier offline sociality, which is today seen to be more authentic and 'natural'. The study of social media, on the other hand, will help anthropologists better understand the mediated character of earlier offline sociality. For instance, more individuals are using webcams that are set to be "always on" so that couples and other people who are living apart may feel like they are still living together. Studying this practise might help us better understand the communication styles, avoidance behaviours, and silences that individuals develop when they share a home but later learn to respect each other's autonomy and establish mutually convenient times and ways to contact[5]–[7].

People at Spyer's field site in Brazil refer to acquaintances they exclusively communicate with via social media as "Facebook friends." The term "Facebook friend" often implies that this kind of connection, especially when referred to as "friendship," is inferior to that of "real friends," not only in Brazil. In China, the terms "jiangshi" (literally "zombie") and "shiti" (literally "corpse") are used to refer to social media acquaintances with whom one has never spoken (there have been no "likes," "comments," or one-on-one or group messages); they are not even thought of as real individuals). Such occurrences were also noted at other field locations. But for the sake of academic study, we must acknowledge that individuals have always questioned their offline connections to see whether they were "real" friends and to gauge how much one could depend on them.

These concerns concerning friendship are mostly being moved from offline to online interactions, despite the nomenclature suggesting a straightforward opposition between online and offline friendship. However, we can still admit that this experience of online-only friendship and the subsequent ways in which we utilise these connections may include some firsts. The majority of the time, we discovered, individuals now want consistency across the two realms. Brazilians are likely to develop friendly ties on social media if they have friendly relationships outside. Social networking is likely to foster and strengthen friendships for excellent friends, but it may not have much of an impact on offline relationships if there was never any connection to begin with. Social media is often a place where friends of friends or relatives may become one's own buddies.

This proved especially significant in Trinidad and Latin America, which most likely reflects how friendship was traditionally seen in those places. On the one hand, it may be thought that online friendship lacks the variety of social signs present in face-to-face engagement. On the other hand, individuals have exploited online anonymity since the dawn of the internet to discuss matters that they would have considered awkward to speak with people they know in person. As a result, the individuals with whom one reveals the most private secrets may suddenly be complete strangers whom you will never meet in person.

Frame and group: theories of social cognition

The theoretical idea of "framing," which comes from Goffman's study of social interaction, is especially helpful in analysing the interaction between online and offline activities. Simply said, framing aids in boundary-setting by creating guidelines and expectations for conduct. For instance, being in the 'frame' of a theatre instructs you to applaud the actors rather than rushing on stage to save the heroine at the conclusion of the play. In social interactions, there are many unnoticed yet very powerful frames, and being aware of them enables us to act in ways that are appropriate and consistent with societal standards. Because "pub" and "office" define such activity in different ways, even if both are types of talking, the type of discourse that takes place in an English bar differs from that at a meeting. Therefore, we should think of offline and online as two separate "frames" in our everyday lives that may cause us to act in certain ways.

This is also the reason why some individuals believe that some relationships online take on new characteristics. These settings don't have to be opposed; rather, we might think of them as complimentary frames that work together to provide a more complete image of the person and their connections. In reality, numerous social media platforms or diverse groups and profiles inside a single platform serve as "sub frames," allowing people to deftly find a niche within which to handle various social connections. Teenagers and young adults with several profiles on the same social media platform, such as Facebook, are widespread in Mardin, the study site in southeast Turkey; they may and do act differently depending on the groups they

share these accounts with. Costa demonstrates how users may quickly and simply transition between platforms or across accounts on a single platform.

Users may categorise their connections into groups like "classmates," "colleagues," and "others" on various platforms or across several accounts, which is a helpful approach to utilise social media to "sort out" social networks. Social media may make these social "categories" more clear, but they always existed in offline social life long before social media was ever a thing. In our south India field site, users may maintain the default Facebook option so that users are not overtly classified, but they are fully aware which connections belong to the same caste till one of the country's principal classification systems. This way, users are not explicitly classified but are aware of which contacts belong to the same caste. The Chinese social networking site QQ prominently offers categories of friends, unlike Facebook, Twitter, and Instagram, but like Google +. Users of QQ are encouraged to classify their online connections into categories like as "colleagues," "special friends," "friends," "family," "strangers," "blacklist" (which is used to ban contacts), and any other specific categories they may choose to establish. However, the user is the only one who can see them; contacts are not.

The saying "you will know your relationship better if you know which category your friends put you into on their QQ" is common among Chinese people. Such behaviours appear natural in China, where sociality has historically been typified by a variety of overlapping circles and groupings (as would also be true in many other countries outside of China). The fundamental issue is that internet categories fall short of the conventional networks of 'guanxi' ('social ties') in terms of intricacy. The reason is that although in real life we could see our friends as spanning several groupings, on QQ friendship categories are mutually exclusive. Social media may thus improve social categorization here, as it does in other field locations, but it falls short of the intricacy of this practise in the offline world.

Scalable Sociality

Schoolchildren served as the basis for the original example from the English field site. Due to low education and economic conditions, many older individuals at our Brazilian field site have restricted access to the internet. As a result, social media might be seen as a place where young people can form peer-based collectives and put on displays of modernity while avoiding adult scrutiny. In this case, as in other places, social media often serves as a platform for identifying intimate connections (kinship ties, close friendships, and romantic partnerships), where relative closeness is scaled, experienced, maintained, and reinforced. According to the custom of extended families and caste, many persons in the south Indian field site start to be referred to as "aunties" or "cousins" (even if they are not biologically related). As a result, the term "kinship" is employed in idioms to describe how high up the intimacy scale a person has climbed.

Many homes at Sinanan's field site in Trinidad have parents, kids or siblings who live overseas, and social media usage is essential to the maintenance of fundamental family ties. Social media has helped families who don't live together strengthen their emotional relationships in several of our field locations. They may spend more time together online than they would have if they did live together. Teenagers may live at home in several Western nations, but they may have very little contact with their families; for instance, they could post signs prohibiting parents from entering the teen's room. Their bedrooms, which are maintained relatively isolated from the rest of the home, are where they conduct the majority of their social interactions. It may be argued that these kids do not live "together" despite the fact that they share a home with the rest of the family, just as they do not live "together" with

the individuals they interact with online. Haynes discovered that WhatsApp has become crucial for mineworkers in negotiating time spent away from family when they are working at the field site in north Chile.

However, although social media helps some families overcome the issue of separation, it may cause issues for other families. Some miners said that social media makes male partners of (the few) female miners feel more envious; in other circumstances, it could worsen already strained family dynamics. The 'asylum' of the mine, according to the workers, is given a feeling of humanity via social media, according to Haynes's article. Some couples that maintained long-distance relationships with one other in the industrial China field site even discovered that their spouses seemed to be more caring online, away from the banal problems of physically shared daily life. Due to the usage of adorable "emojis" on social media, several junior family members also said that they found seniors to be more laid-back and humorous than they were in person, despite the fact that these interactions were meant to be much more serious and polite.

Social media has once again emerged as a major means of maintaining, reinvigorating, and in some instances, transforming traditional close-kin connections. It is clear that these relationships are not independent from one another. In each of these scenarios, scalable sociality includes the prospect that online connections may be deeper and more personal than traditional ones. When individuals become immobile, this might also become quite important. Miller's fieldwork includes a thorough examination of how a hospice interacts with its patients, the majority of whom had been given a fatal cancer diagnosis. Because of the unique characteristics of English sociality, he discovered that immobility has had a significant influence even in a rural location. In the village, individuals tend to be quite gregarious in public but fiercely protective of their personal space. This is coupled with an intense sense among elderly people that they do not want to burden their family and friends. As a consequence, there is an unexpected amount of loneliness and isolation. As a result of the applied project, the hospice was advised to promote the use of social media and user-friendly gadgets like the iPad, especially in the early stages of the sickness when patients are more receptive to support and aid.

Given that it has been determined that the dualism of private and public sociality is the root cause of loneliness, social media is a particularly appropriate component of any potential remedy for this issue of loneliness in the context of English social rectitude. Social media is specifically defined as a form of scalable sociality that bridges the private and the public. In certain circumstances, more types of various communication platforms and technologies are encouraged the tighter the connection. According to Broadbent's study, "rather than the extension of new social connections, which have now managed to match the richness of their social connectedness with a richness of multiple communication channels," a small group of highly intimate relationships that have managed to match the richness of their social connectedness have instead intensified in the region (Switzerland) where she worked.

This generalization only applies to certain places, as is often the case with our project. The degree to which individuals desire or feel they need the types of sociality made possible by social media is one of several different variables that may be connected to scalable sociality. In the south Italian field site, Nicolescu discovered that the majority of the locals saw their previous social networks as reliable and sufficient. Co-residence meant there was less need for social media as a mechanism for preserving these ties, despite the fact that the bulk of people's Facebook acquaintances are also from the town. As a consequence, the majority of participants believed that social media had minimal impact on their life. Nicolescu also observed that going back to a small town typically meant losing this extensive social

connectedness for a select set of individuals who had higher education experience in large cities and had far more diversified social networks outside of the town.

Social media, which is sometimes seen as more significant than regular physical contacts, played a critical role in helping these individuals maintain such vast ties. People have a favourable perception of how social media enhances social interactions. It often serves as a setting for the development and expression of love and trust in intimate relationships. People are also aware of the opposite side of this coin, which is that jealousy and monitoring rise when relationships become more visible. We see a significantly different reaction to the possibility of social media for establishing connections with strangers when compared to these more prevalent views towards the usage of social media inside close social interactions. Since individuals in Chile often appear to have less fear of strangers as prospective sexual partners than as people who could read their social media posts, they are less likely to utilise dating websites or apps like Tinder and Grindr, which are now growing more and more popular in England.

Instead, while looking for romantic connections online, Chileans depend on friends of friends on Facebook. Without offline support, like as knowing the person IRL or knowing someone who knows them well, strangers won't become online acquaintances on either site. In every other case, outsiders aroused suspicion. This contrasts with our rural Chinese field site, where McDonald reports that encounters with 'mosheng ren' ('strangers') were often far less prevalent before the use of social media. Young individuals nowadays may friend 'luanjia' ('huge numbers of strangers') online at random, while others, particularly married couples, nevertheless retain a certain level of caution. The industrial Chinese field site also showed a change in how people felt about strangers online. Since they do not include the pragmatic pressures that often play a significant role in offline relationships and are less influenced by social hierarchy, many people in this country see completely online friendships as "chun" ("purer" connections).

They [online pals] like you and chat to you because they actually like you for who you are, not because you are wealthy so that they can borrow money from you or powerful so that they can obtain a job from you, as factory worker Feige put it. Everything [online] is far more pure since money and power are not at play. Some manufacturing owners shared a similar opinion. They said that they sometimes skipped school reunions out of concern that their former classmates could ask them for financial assistance. They were content to chat with online strangers on WeChat, nevertheless, in order to vent the tension they felt they couldn't display to their coworkers and family. Despite representing the two polar opposites of money on this field site, factory owners and factory employees have comparable motivations for wanting to connect and interact with strangers online.

Online interactions are seen as more genuine in both circumstances than offline ones, which are often heavily mediated (or "polluted," as some people argue) by elements like money and social standing. The online disclosure of connections in the case of more widely used social media must also be seen as a "official verification" The comparatively personal and intimate conversations made possible by WhatsApp were utilised by family members at our field location in South India. Facebook, on the other hand, is the most visible platform and is where family and kinship relationships are purposefully shown for an audience of non-family contacts. For instance, family members often 'like' and remark on a Facebook update on a newborn child even if they had all previously expressed their congratulations over the phone or in person before the update was made.

Such social media performances are designed for the larger audience and non-family Facebook users. According to Haynes, a romantic connection in north Chile may only become "official" by being shared as a Facebook "relationship update" or by casually sending love notes to one's significant others' walls. Similar to how young couples in industrial China continually want QQ's online audience to witness their passion. Some young industrial migrants even create QQ groups with all of their internet connections to publicly declare their love for their girlfriend or lover (on the online group chat). Such internet admissions are considered one of a relationship's largest obligations.

Social media may increase our awareness and self-awareness of both our relationships and ourselves in this manner. In these situations, the acceptance of offline relationships as "real" is increasingly contingent upon their acceptance online. Together, these illustrations demonstrate how social media has completely divergent effects in a variety of field locations. However, this is partially due to the fact that "social media" refers to a broad variety of platforms. A little more consistency appears if we approach them as polymeric, that is, as a broad spectrum within which each has its own complimentary niche. The use of platforms to draw a distinction between more public and more private sociality, as well as the exploitation of various platforms or use genres within a single platform, may all be used to assist categorise one's social environment. This covers how South Indian instructors see WhatsApp differently depending on whether it is used at school or at home, how Brazilian teens use Facebook to escape parental authority, and how Chilean loves get formal recognition from the largest audience. Social media may be considered as a sort of 'scalable sociality' that enables individuals to better govern their social life, from the preservation of close connections to the potential for creating relationships with strangers. This might be done by using this register of levels of closeness and distance to create whole new types of social interactions and sociality or by adjusting current social rules to other settings.

New and expanded aspects of day-to-day existence:

This brings us to our last problem with online identity: the inclination to see identity as a social construct rather than as a predetermined psychological condition. Sennett's study demonstrates how practically all of identity in ancient times was attributed. A person is born into a certain class, profession, social position, and region; no matter what happens, you are likely to be a Brittany butcher for the rest of your life. Giddens contends that in the contemporary world, on the other hand, individuals often struggle to maintain a cogent narrative of self-identification because aspects of identity are no longer set and stable but rather reflect the dynamics of people's conditions.

Goffman's previously mentioned framing notion, which is relevant to how individuals manage numerous identities linked to distinct social roles and contexts such as mother, worker, or sportswoman complements these discoveries. Online browsing adds more frames to the mix. It could also provide more flexibility for online identification as this sociality scales up. Examining the effects of connections and personas becoming more visible is one method to do this. This is crucial in Trinidad, where there is already a strong correlation between the development of the self and a goal that can only be carried out in the reflection of public exposure. In summary, Trinidadians understand that a person's true identity is not who they believe themselves to be, but rather what others perceive them to be based on their looks. In the past, resistance and anti-slavery campaigns gave rise to this. People might seek to construct an altogether new character in the eyes of their audience via masquerade rather than being assigned in rank, as by slavery or social hierarchy.

People need to be valued for who they are as individuals, not for where they were born or what they do for a living. The only legitimate standard by which you should be assessed is how you walk, speak, and present yourself; it is not an act or an illusion. The same reasoning applies to Facebook. Because what is shown on social media is the selected reality of an individual, images like pictures and memes predominate in Trinidadian posts. Through that curation, they present themselves as someone who is global and cosmopolitan, or as someone who values their family, or as a "gangsta." Social media in Trinidad makes a person's already-visible traits hyper-visible, supporting their fabricated identity even more. Miller refers to Facebook in Trinidad as "The Book of Truth" for the same reason. They relocate to manufacturing towns in the setting of China's booming economy to provide employment, which is generally restricted to finishing jobs already carried out by machines. As a "liudongrenkou" (or "floating population"), migrant labourers are continually on the move and provide temporary employment at low cost. They often live and work in really poor circumstances and are ineligible for the increased benefits and educational opportunities intended for more stable metropolitan inhabitants.

These employees see their offline lives as transient. They see social media, in comparison, as a far more reliable and long-lasting platform where they can stay in touch with friends and family. People actually develop their online identities by sharing "chicken soup for the soul" (inspiring tales, such as "you are poor because you are not ambitious enough"), "feizhuliu" ('anti-mainstream') images, and "fantasy photos" (luxury cars, romantic getaways, pictures of princess-like women). This is obviously quite different from the dehumanising label of "di suzhi" (poor human qualities) worn by Chinese workplace migrants in offline contexts. Others who struggle to express themselves or "be themselves" in face-to-face conversations are more likely to create what they think of as their "real selves" and build stronger connections with others they meet online, according to earlier study[8]–[10].

CONCLUSION

The introduction of social media has changed how we establish and maintain connections. The blending of online and physical contacts has made it possible for people to engage with one another no matter where they are in the world. Social media has many advantages, like more accessibility, rapid contact, and a feeling of community, but it also has drawbacks. These include the possibility for misunderstandings, the blending of boundaries between the personal and professional spheres, and privacy issues. Striking a balance and developing wholesome and meaningful connections in both our digital and offline lives is vital as we traverse the complicated social media environment of online and offline interactions. The way individuals in Trinidad use Facebook is maybe an extreme illustration of how social media has evolved into a place where people can establish a public identity that is more authentic than their offline image. Another is the usage of QQ by Chinese manufacturing workers, however in this instance the outcome is completely hidden from the offline world. Tens of thousands of factory employees arrive from interior Chinese towns and work at the industrial China field site.

REFERENCES

- [1] H. Greijdanus *et al.*, "The psychology of online activism and social movements: relations between online and offline collective action," *Current Opinion in Psychology*. 2020. doi: 10.1016/j.copsyc.2020.03.003.
- [2] K. N. Hampton, I. Shin, and W. Lu, "Social media and political discussion: when online presence silences offline conversation," *Inf. Commun. Soc.*, 2017, doi: 10.1080/1369118X.2016.1218526.

- [3] T. Ahmad, A. Alvi, and M. Ittefaq, "The Use of Social Media on Political Participation Among University Students: An Analysis of Survey Results From Rural Pakistan," *SAGE Open*, 2019, doi: 10.1177/2158244019864484.
- [4] L. Thomas, E. Orme, and F. Kerrigan, "Student Loneliness: The Role of Social Media Through Life Transitions," *Comput. Educ.*, 2020, doi: 10.1016/j.compedu.2019.103754.
- [5] C. P. Hoffmann and C. Lutz, "Digital Divides in Political Participation: The Mediating Role of Social Media Self-Efficacy and Privacy Concerns," *Policy and Internet*, 2021, doi: 10.1002/poi3.225.
- [6] O. B. Chisom, "Effects of Modern Dating Applications on Healthy Offline Intimate Relationships during the COVID-19 Pandemic: A Review of the Tinder Dating Application," *Adv. Journal. Commun.*, 2021, doi: 10.4236/ajc.2021.91002.
- [7] J. Arayankalam and S. Krishnan, "Relating foreign disinformation through social media, domestic online media fractionalization, government's control over cyberspace, and social media-induced offline violence: Insights from the agenda-building theoretical perspective," *Technol. Forecast. Soc. Change*, 2021, doi: 10.1016/j.techfore.2021.120661.
- [8] M. Yamamoto and A. C. Morey, "Incidental News Exposure on Social Media: A Campaign Communication Mediation Approach," *Soc. Media Soc.*, 2019, doi: 10.1177/2056305119843619.
- [9] D. S. Lane, D. H. Kim, S. S. Lee, B. E. Weeks, and N. Kwak, "From online disagreement to offline action: How diverse motivations for using social media can increase political information sharing and catalyze offline political participation," *Soc. Media Soc.*, 2017, doi: 10.1177/2056305117716274.
- [10] C. Lee, X. Xu, and C. C. Lin, "Using online user-generated reviews to predict offline box-office sales and online DVD store sales in the O2O era," *J. Theor. Appl. Electron. Commer. Res.*, 2019, doi: 10.4067/S0718-18762019000100106.

CHAPTER 5

EXPLORING THE VISUAL IMAGES IN SOCIAL MEDIA

Dr. Akhila Udupa

Associate Professor, Master in Business Administration (General Management),

Presidency University, Bangalore, India.

Email Id-akhila.udupa@presidencyuniversity.in

ABSTRACT:

Social media platforms heavily rely on visual visuals to deliver information and influence how it is ingested. This research examines the effect and influence of visual pictures on social media, focusing on how they draw viewers in, arouse emotions, and deliver messages. We learn more about the effectiveness of visual pictures as a communication tool and their possible effects on people and society by examining the benefits and drawbacks of utilizing them in social media. Social media sharing is mostly visual in many of our field areas. The rising popularity of apps like Instagram and Snapchat has demonstrated that social media can function well when the primary content is visual and text is only incidental or, as in the case of Snapchat (the name gives it away), where what we traditionally thought of as conversation can be almost entirely visual. Additionally, it is easy to oversaturate Facebook and WhatsApp with memes and selfies. Additionally, we have seen the usage of social media photographic pictures in connection to socioeconomic class and aspirations.

KEYWORDS:

Communication, Engagement, Social media, Visual content, visual communication, Visual storytelling.

INTRODUCTION

Categories of socioeconomic class are often asserted visually in our field locations in Trinidad and Brazil through connection with branded commodities. A young guy could upload pictures of himself with pricey alcohol bottles and fashionable sunglasses. However, his intended audience may not see this as evidence of real riches or rank. Participants in the study largely held the belief that, at least on the most visible platforms, individuals try to present the best or idealised versions of themselves to their peers [1], [2]. Our analysis is divided into various steps. We may begin by looking at how someone would try to utilise visual cues to sway others' perceptions of who they are, especially how socially 'upmarket' they might be. However, we must also take into account how other people will react to that, and most importantly, how these behaviours connect to societal standards surrounding what behaviours are and are not acceptable forms of self-presentation, or what we refer to as normative behaviour.

The analysis will show how what is considered normal in one culture compares to that in other societies since this is comparative research. Prior to social media, all of this would be true for visual analysis, but there may also be changes and unheard-of aspects in the latter. We'll see, for instance, how memes in particular now provide strong insights into both what is seen to be normative and how individuals attempt to regulate the normative in online settings. But in other ways, the setting we came into for this study was quite unlike from the field of visual anthropology as we know it. The majority of our field locations have seen the widespread use of camera phones for roughly ten years now, while in the past anthropologists may have even given communities cameras to see how they would use them. People are now

quite used to taking pictures of and showing both things that are significant to them and items that may have previously been seen to be too minor to warrant a picture. Additionally, social media is much more than just a place to upload photos. People are now much more used to altering them, applying Instagram filters, adding custom text overlays, and sharing, recirculating, and rebuilding the meme-inspiring photos. Social media has made photography more commonplace than ever in everyday life. Whereas getting your picture taken used to be a little event in itself, nowadays you may have a dialogue going on with hundreds of pictures in just a few minutes.

Additionally, a significant number of low-income families all around the globe have become everyday photographers as a result of the proliferation of cellphones. We begin by making two key assertions. The first is that social media photography now makes up the lion's share of all photography. The second is that we now have a connection with visual pictures that is more pervasive than ever before in human history. While we place a lot of attention on photography, recent years have seen a fast rise in the number of short videos, including YouTube shares as well as WhatsApp messages. Anthropology has developed a range of diverse approaches to photography and visual imagery. Several of them take into account the connections between the peoples who created the images and the images as a form of representation. Anthropologists have investigated photography in many ways, such as those described by Ginsburg, MacDougall, Sprague, and, for overviews, Edwards and Pinkney. The visual systems of certain communities have long been of interest to visual anthropology.

Other perspectives emphasise the ethnographer's representation of the culture they study via photography or video. In a research based on nine field locations, we must be equally concerned with questions of cultural diversity and the relationship between pictures and social ties in general, but our main goal is to ascertain the function of the visual aspect of social media. Themes covered include self-presentation, communication that is more readily available, and the contribution of visuals to scalable sociality of our individual monographs as well as the book comparing visual posts in Trinidad and England. The idea is that visual analysis has become a very important component of ethnographic research due to our capacity to study hundreds of photos of daily life [3]–[5].

Self-Presentation

Humans have always lived inside roles and frames, despite the common notion that the advent of online self-presentation has led to a more artificial or artificially contrived link between self-expression and self-expression. Sherry Turkle makes this point in several of her earlier works. It's crucial to remember that academics have recognised that people are always creating, acting, and presenting themselves in certain ways, at least since the time of Erving Goffman. We may conceive of online posts as being curated or even performed for an audience. If research were conducted on clothes, for instance, this would be quite clear. Since they are interacting with their own peer groups online, independent from those offline experiences that made them feel more self-conscious (for example, meeting an anthropologist), it is absolutely likely that some individuals may feel they can look more natural online. Selfies are sometimes accused for being purely narcissistic. In fact, it's possible to see selfies as a crucial genre for comprehending questions of identity, ambition, and societal expectations. Selfies are a major form of self-expression because people consciously design the impressions they want to convey while taking them. While selfies are often employed in connection to particular audiences and to sustain social ties, the word narcissism implies a focus towards the self.

For instance, in our English field site, young people uploaded five times as many group selfies on Facebook as they did solitary ones. Additionally, selfies and other images are more actively shared and circulated as a social media component. Selfies may be more socialised and less personally focussed than conventional photography, which is practically the reverse of what is often believed, both in terms of content and what happens to them. This exchange of pictures encourages memory and present-day experience sharing. While it is a frequent observation that individuals may seek to construct "idealised" versions of themselves via the photographs they post, we discovered that each of our monographs relates to certain social and historical settings. Particularly, it seems that across the field locations, the phrases "aspiration" and "idealised selves" have quite diverse meanings. Posts on consumption-related future goals predominate in industrial China, which is not unexpected given the country's large number of migrant factory workers who see their employment as a step towards financial success[6], [7].

Young males share pictures of vehicles, gorgeous ladies, and designer clothes to inspire dreams of consumerism, while young women post pictures of bedrooms fit for princesses. Posting these photographs demonstrates a fascinating world to young people in especially, which contrasts with lives that are mostly spent in industrial labor. When individuals may not feel particularly confident or eloquent speaking or publishing language, visual representations can help them to express feelings at contrast, economic ambitions and traditional conservatism collide at our rural Chinese field site. A popular genre on social media is posts of newborns reaching important milestones, and it has become customary for parents to spend a lot of money on professional portraits. These images, particularly those from after the baby's first hundred days, also allude to the commitment that children are supposed to have to their parents in later years.

Accessible and Ethical Communication

As internet communication becomes more visual, one very obvious outcome is that those with lesser levels of literacy may access it more easily. The visual elements of social media help comparable groups to increase their digital activity, much as comic books encouraged individuals with low literacy to read more. Adults wanted to use social media equally as much as the younger demographic in the Brazilian field site. They didn't do this primarily to follow the fashions of the younger generation. Instead, it was because using social media was a means for people to demonstrate that they were more open-minded and global, had enough money to buy a smartphone, and were knowledgeable and at ease using new technology, all of which are indicative of "being modern." Over the last 20 years, the literacy rate among less affluent Brazilians has changed significantly. In contrast to just 2% of youths, over one-third of adults over 50 are illiterate. While younger generations may see social media as a place where they may create their own identities away from parents' prying eyes, more and more adults just want to interact in the same setting with their own age group. Adults with lower reading levels continue to use Facebook, but they choose to share information rather than create it themselves. Although individuals continued to use shorter, shortened remarks like 'kkkkk,' which is comparable to 'lol,' "liking" was still the most popular action. Although this group didn't post as many personal status updates, they may still convey their thoughts, beliefs, and taste by posting memes, photographs, and videos. Memes therefore become a more crucial form of communication for persons who are less verbal or who lack self-assurance while speaking in front of others.

The symbols inside Facebook, such as the thumbs up for "liking" and the arrow for sharing, enabled young men with lesser levels of literacy to participate in the south Indian field site. Similar to our field site in Brazil, the most popular sharing were pictures, videos, and memes.

The ability to just "like" other users' postings offered these people greater self-assurance to interact with others online. Several groups with low levels of education utilised images on social media as a means of expression, despite the fact that literacy rates were higher in the industrial Chinese field site. Young people in particular uploaded photographs altered by others with inspirational or emotive text and scenic visuals for the rural migrant population in the industry town.

The way material is shared, consumed, and interacted with online has been revolutionized by the use of visual imagery as a crucial component of social media marketing. With the growth of social media sites like Instagram, Pinterest, and Snapchat, visual material has become more popular and influential in grabbing users' attention and efficiently delivering messages. Visual pictures provide a compelling and succinct approach to transmit information, generate emotions, and establish a distinctive brand presence in this digital age when attention spans are shortening.

Visual pictures are used in social media marketing in ways that go beyond simple aesthetics. It takes use of the human brain's innate propensity for absorbing and retaining visual information to harness the power of visual communication. According to studies, individuals are more willing to interact with and share visual material, which expands the exposure and reach of brands. Images have the power to tell tales, elicit emotions, and explain complicated concepts in ways that language alone cannot. Additionally, both people and companies now have easier access to high-quality cameras because to the popularity of smartphones. User-generated content has resulted from this, as social media users transform into content producers and share their experiences, goods, and views via visual images. In order to increase authenticity and forge closer ties with their audience, brands and marketers have realised the benefit of adding user-generated visual content into their marketing strategy.

Visual representations provide obstacles in addition to tremendous potential for engagement and brand development. In social media marketing, it's important to carefully consider copyright problems, the possibility of deception or misunderstanding, and the requirement for good visual storytelling abilities. The purpose of this research is to investigate how and why visual pictures are used in social media marketing. We may learn how organisations and marketers can use visual imagery successfully to improve their online presence, engage their audience, and accomplish their marketing objectives by looking at the benefits, obstacles, and best practises related to visual content. The use of visual pictures has increased significantly in the current digital environment. With Visual pictures have taken on a prominent role in online communication because to the widespread usage of social media platforms, cellphones with high-quality cameras, and the simplicity of sharing visual material. Observations and major trends involving visual pictures in the present are included below:

1. **Visual-First Platforms:** Sites like Instagram, Pinterest, and Snapchat have made a name for themselves as visual-first platforms, where people share and interact largely with visual material. Because of the culture of visual storytelling that these platforms have fostered, users and marketers are encouraged to share their originality and ingenuity via eye-catching graphics.
2. **Infographics and data visualisation:** Infographics and data visualisation are popular methods for presenting complicated information in a manner that is both aesthetically pleasing and simple to understand. Infographics make information more interesting and memorable by combining text, photos, and drawings to communicate data, research results, or step-by-step instructions.
3. **User-Generated Content:** Social media users' uploaded images and videos have developed into a potent marketing and advertising tool. Since actual individuals share

- their experiences and views about goods and services via visual images, marketing initiatives gain authenticity and credibility.
4. **Visual Storytelling:** Brands are leveraging visual visuals more and more to convey engrossing tales about their goods, services, or core beliefs. By establishing emotional connections with the audience, visual storytelling improves brand memory and engagement. To engage with their target audience, brands are using strategies like behind-the-scenes peeks, user testimonials, and narrative-driven visual ads.
 5. **Video material:** Although photographs still have a lot of value, video material is exploding in popularity and popularity on social media platforms. For providing visual material, short movies, live streams, and tales have gained popularity. These formats enable marketers to deliver their message more dynamically and interactively.
 6. **Influencer Marketing:** To engage their followers and promote businesses or goods, influencers often depend significantly on visual material. Their carefully crafted and aesthetically attractive postings draw readers in, sparking interest in and building confidence in the suggested goods and services.
 7. **Virtual and Augmented Reality:** New media visual experiences are being pushed to new heights by emerging technologies like virtual reality (VR) and augmented reality (AR). To provide their audience immersive and interesting visual material, brands are experimenting with interactive AR filters, 360-degree movies, and virtual try-on experiences.

Visual imagery has become a crucial component of social media marketing and online communication. They promote artistic creativity, powerful narrative, and more audience involvement. In the changing digital world, organizations and marketers may successfully catch the attention and interest of their target audience by staying up to date with the newest trends and making use of the power of visual imagery. In the sense that it is now feasible to have something very close to a conversation that is nearly totally devoid of speech or text, social media offers a substantial acceleration in the prospect that communication itself might become more visually focused. In the English field site, Snapchat is the most popular social media tool for youths and is often used in this conversational style. As a quick way to express how one is feeling at that moment, people shoot selfies that are unmistakably evocative of the emoji's early evolution. A major addition to the use of visual pictures in communication, this platform presently sees the daily circulation of almost 750 million photos. This is only one example of a larger trend where social media users and those creating the technology try to come up with new methods to express more via photographs.

Another was the evolution of the meme into a potent but covert technique to police online "morality." For instance, social media's increased prominence has often resulted in more conservatism when it comes to gender. This was particularly accurate for our southeast-based site. This might be the subject of anthropology's last interest. We aim to trace the evolution of cultural norms for the people we research via our ethnographies. By repeatedly depicting men as physical labourers and women as carers, we can actually observe whether gender understanding is improving or deteriorating.

This dramatic surge in visual imagery, which includes a great deal of photography and memes with more strong moral messages, should help us in our endeavour. We have greatly benefitted from being able to scan the hundreds of visual pictures provided as part of everyday communication in our efforts to comprehend people's views. Even though anthropology is still in its infancy, it is possible that visual pictures will become an increasingly significant part of it if they are becoming more and more vital as a supplement to written and spoken communication[8], [9].

CONCLUSION

In social media, visual pictures have become a potent form of communication. They are able to draw in viewers, arouse emotions, and effectively and persuasively deliver messages. In order to increase engagement and reach on social media platforms, visual material is very shareable. However, difficulties including copyright concerns, the possibility of misunderstanding, and the need for strong visual literacy abilities should be taken into account. Visual pictures will remain an essential part of social media as it develops, affecting user behavior and impacting how information is digested. The goal of content producers and users should be authenticity, ethical behavior, and captivating narrative that connects with their target audience if they want to fully use the power of visual imagery on social media. Other instances include the increased ability for those with poor reading levels to engage in social media. Another is the capacity of those with low self-esteem to discover novel methods of subtly communicating their feelings via memes.

REFERENCES

- [1] M. Ståhl and H. Kaihovirta, "Exploring visual communication and competencies through interaction with images in social media," *Learn. Cult. Soc. Interact.*, 2019, doi: 10.1016/j.lcsi.2019.03.003.
- [2] U. Russmann and J. Svensson, "Introduction to visual communication in the age of social media: Conceptual, theoretical and methodological challenges," *Media and Communication*. 2017. doi: 10.17645/mac.v5i4.1263.
- [3] L. Liu, D. Dzyabura, and N. Mizik, "Visual listening in: Extracting brand image portrayed on social media," *Mark. Sci.*, 2020, doi: 10.1287/mksc.2020.1226.
- [4] W. Pearce *et al.*, "Visual cross-platform analysis: digital methods to research social media images," *Inf. Commun. Soc.*, 2020, doi: 10.1080/1369118X.2018.1486871.
- [5] E. Alshawaf, "iPhoneography as Visual Literacy: How Image-Making Practices on Social Media Encourage Creative Growth," *TechTrends*, 2021, doi: 10.1007/s11528-021-00631-7.
- [6] R. M. Perloff, "Social Media Effects on Young Women's Body Image Concerns: Theoretical Perspectives and an Agenda for Research," *Sex Roles*, 2014, doi: 10.1007/s11199-014-0384-6.
- [7] C. Neumayer and L. Rossi, "Images of protest in social media: Struggle over visibility and visual narratives," *New Media Soc.*, 2018, doi: 10.1177/1461444818770602.
- [8] L. Liu and N. Mizik, "Visual Listening In: Extracting Brand Image Portrayed on Social Media," *SSRN Electron. J.*, 2017, doi: 10.2139/ssrn.2978805.
- [9] R. Rogers, "Visual media analysis for Instagram and other online platforms," *Big Data Soc.*, 2021, doi: 10.1177/20539517211022370.

CHAPTER 6

IDENTITIES AND NETWORKS IMPACT ON BRAND PERCEPTION AND USER ENGAGEMENT

Dr. Nalin Chirakkara

Associate Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.
Email Id-nalinkumar@presidencyuniversity.in

ABSTRACT:

In social media marketing, identities and networks are significant because they influence how people and organizations create an online presence and interact with their target market. This study explores how identities and networks impact brand perception, user engagement, and marketing tactics in the context of social media marketing. The effects of online identities and networks on privacy, authenticity, and social impact are also covered. The results underline how important it is to comprehend and use identities and networks for successful social media marketing initiatives. In the field of social media marketing, the ideas of identities and networks are crucial in determining how people and companies create an online presence, interact with their target market, and meet their marketing goals. Networks and identities refer to the connections and interactions that people and organisations make with one another online. Personas and representations are examples of identities.

KEYWORDS:

Authenticity, Brand Perception, Engagement, Identities, Networks, Online Presence, Privacy, Social Influence.

INTRODUCTION

The digital environment gives people a platform to create their identities and portray themselves in a way that fits with their personal or professional objectives. In a similar way, companies create brand identities that represent their principles, goals, and special selling points. These identities individual or corporate have the potential to impact user interaction, create brand image, and ultimately determine the success of marketing campaigns [1], [2]. Social media platforms also make it easier to interact with people and build relationships. People and companies use these networks to reach a wider audience, engage with their target market, and access powerful connections that may boost their marketing efforts. Businesses may raise the exposure of their brands, broaden the audience for their marketing messages, and take advantage of the social impact of their network connections by establishing and maintaining networks. However, social media marketing presents unique difficulties when navigating the world of identities and networks. Important factors to take into account include having an authentic internet presence, privacy issues, and authenticity. It is critical for people and organisations to achieve a balance between projecting a desirable identity and being sincere, open, and considerate of user privacy [3], [4].

Businesses must comprehend the dynamics of identities and networks in order to create social media marketing plans that are successful. Businesses may define their brand image and have a strong online presence by using the power of identities. They may tap into current connections, make new ones, and magnify their marketing messages by using networks. It explores how these factors affect user engagement, brand perception, and marketing tactics. It also looks at how online identities and networks affect social influence, privacy, and

authenticity. Businesses can successfully navigate the constantly changing social media marketing environment and maximise their potential by having a thorough grasp of identities and networks. Since the romantic era at least, a concern with the nature of individuality has been at the centre of Western thinking. This concern is tempered between a worry that it may be eroding at the price of our social participation and the desire to cultivate it as a life purpose. Nearly all of the pioneers of social science subscribed to a grand narrative that assumed that individualism was a widespread trend in the West. This would include Mauss, Marx, Simmel, Tonnies, and Weber in various ways. This epic narrative tells the tale of how humans used to live in societies with complex social structures inside kinship-based kinship systems. These social dynamics have weakened during the last two centuries due to a confluence of factors that may include capitalism, industrialization, and urbanisation.

On the one hand, this decrease brought forth new kinds of personal autonomy and individuality, but on the other, it also resulted in social isolation, loneliness, and disconnection. This was expressed in a different way by each social thinker. De Tocqueville, for instance, talked on the duality of individualism as a mode of political and social thought. Marx saw a chance for progressivism in this turn away from conservative tendencies, whereas Durkheim contrasted holism with individualism. Sociologists like Giddens have lately discussed the unique characteristics of this contemporary individuality in considerable depth. For instance, individuals are evolving towards a self-based upon a more self-conscious narrative about themselves. The prevailing issues in contemporary popular journalism completely justify this scholarly supposition.

The most prevalent theme in newspaper articles that are obviously written to allay public anxiety is probably the claim that social media is a factor in the ongoing erosion of communal and social values and the ensuing rise of narcissistic self-centered people. Furthermore, our informants at many of our field locations often said that social media either represents a step forward in the individualization of self-expression or a step back from social interaction. This may have been especially true in England, however there it was often combined with a larger dread of losing privacy. Regarding the emergence of a new age of "information capitalism," Castells is more focused on a variety of unrelated issues. The work of Rainie and Wellman is more pertinent.

They have argued for a series of three revolutions, dubbed the Social Network Revolution, the Internet Revolution, and the Mobile Revolution, all propelled by dramatic developments in technology and communication. In refuting the oversimplified narrative presented in the media, Rainie and Wellman have made significant contributions. They do not see the emergence of personalised networking as a retreat from communal life. Instead, it should be seen as an improvement that often results in more offline social interaction. In addition, they contend that 'networked individualism' has taken the role of the old affiliations centered on groups, which have declined. According to the authors, "new media is the new neighbourhood" in the social world, where "people think they are individuals, but they are in networks," and "people are in networks, but they don't know it."

They contend that this, rather than signalling a move towards social isolation, indicates a shift towards flexible autonomy. Through an emphasis on networks, Castells and Wellman both attempt, in their own unique ways, to go beyond the more basic representation of this duality of the individual and the society. However, their perspective strongly contrasts with our more generalised results and generalisations. Instead of seeing social media as a continuation of the tendencies that had emerged in response to the expansion of the internet, we often see situations when they appear to reverse. Our primary general definition of social media, which centres on scalable sociality, leads us to believe that, rather than the ongoing expansion of

ego-centered networks that was seen in the early internet, social media may indicate an enhanced, though more flexible, orientation to groups. These groups might be established, like the caste and family system in India, or they could be emerging, like Chinese industrial workers[5], [6].

Social media's capacity to mend the rift that contemporary living has created in traditional groups like the family and to make it easier to reorient to the group is one of its main characteristics. The puzzle is in understanding why and when trends seem to support the trajectory Rainie and Wellman describe, as well as why and when they appear to go the other way. Along with them, we reject the notion that using social media always results in an increase in social interaction, even if it sometimes does. Instead, we look at the more particular ways that social media has affected how we socialise and how people and groups interact with one another via it. It's also important to remember that the idea of a group does not always conflict with that of an individually based network. In fact, the anthropological emphasis on family as the main form of social structure for tribal and other small-scale cultures was the traditional opposition to the concept of the fragmented individualism of modern society.

All communities, however, are composed of distinct people, and one of the most popular ways to represent kinship was as an ego-based individual's web of connections. In contrast to psychology or economics, anthropology, according to one definition, treats humans as social networking sites rather than as distinct individuals. Traditional sociality was therefore always also a sort of individual-based social networking, structured via the alignment to groupings like the tribe. The distinction was how much this determined that person's place and identity in turn, and how much of this was culturally mandated.

DISCUSSION

Difference which Social Media Makes

Now for the evidence: generally speaking, persons at our Italian field site did not use social media much as long as their offline lives were usually fulfilling. Social media may only become a significant means of addressing issues when people encounter challenges or unhappiness in their lives. For instance, compared to their colleagues, single moms are often far more engaged on Facebook, where they get consistent, trustworthy support. Families that are separated often recreate their homes using a mix of Facebook, Skype, and WhatsApp. Social media therefore made the most sense at this Italian field site as an addition to, or even as a repair to, offline social life. Since most individuals believe that the strong social ties, they identify with an ideal of the previous community have been lost in contemporary life, repair is a prevalent issue. This is seen to be the outcome of increasing individualism, which in turn reflects changes in the contemporary political economy, including an increase in migration, longer commutes to work, and many other examples of social segregation[7]–[9].

Due to this, there is a widespread concern in some societies that sociality itself is something we are losing, or that we already have lost, and that modern individualism is less charitable and less concerned with institutions like the family or the nation, signalling a shift towards individual selfinterest. Therefore, it should come as no surprise that social media is seen to have the capacity to reassert social connectedness. In our English field site, adults mostly used Facebook and earlier social media services like Friends Reunited to make up for this perceived reduction in sociality. For new moms, social media plays a crucial role in building new social networks with other mothers at a time when they need support and might otherwise be alone at home.

The concept that social media would enable young people on our Brazilian site to keep in touch with their classmates while pursuing new options in the world of school, employment, or abroad gives them comfort. The usage of social media by Trinidadian transnational families' centres on a similar topic of mending. In our southeast Turkish field location, where social media is having a considerably more significant influence on how people interact, the issue is more complicated. For instance, social media has replaced traditional family restrictions on young women's mobility and social networks as the primary means for them to form new social, as well as individual, ties outside the family. Female high school students who create phoney profiles to avoid being noticed by their family or friends may have hundreds of Facebook friends. The regulation of women's social networks and movements has historically been essential to men's dignity and worth in Muslim countries; however, social media is increasingly allowing women to elude these restrictions.

There were formerly several restrictions on pre-marital couples' capacity to participate in ongoing internet conversation, including falling in love. In light of this findings, personalised networking along the lines suggested by Rainie and Wellman may be used more often, although even in this case, group loyalty may not be sacrificed. The main result is the reproduction of traditional kinship structures, particularly in the case of the Kurdish community. Kurds often use Facebook and WhatsApp to communicate with distant relatives who live in different cities both within and outside of Turkey. On Facebook, young Kurdish individuals often have hundreds of connections to their family. Typically, they are peers of the same sex who make up a complete lineage together with their siblings of the other sex and their elder family members who are not online. A tribe is formed by many of these lineages, and traditionally, tribes have served as the foundation of Kurdish society. Some of these kin have never really interacted in person. Social media has developed into a place where users may spend time looking at photographs and pictures of their relatives and other information to feel like they are a member of the extended family, lineage, or tribe. As a result, social media has influenced brand-new, contemporary tribes. There is still some maintenance needed because of the movement and forced migration that has resulted in individuals no longer living near to one another.

Similar to this, society is rigorously arranged in our south Indian field site based on a variety of social categories, including kinship, age, gender, class, and caste. The majority of these traditional categories are also present on social media, to the point that it is debatable if social media should not be referred to as "kinship media," at least for the lowest classes and castes. The highly socialised use of social media includes utilising the platforms to keep tabs on other people from the same caste and family. Therefore, unless they create bogus accounts, as some people do, it is difficult for people to utilise social media to establish themselves as independent individuals online. Social media serves to reverse previous tendencies away from the group and towards individuality. This feeling of social tradition and custom may be extremely overt at times.

It is especially true of our rural field site in China since it is close to the birthplace of Confucius and the locals there still have a strong affinity for a philosophy that emphasises social conformity as the ideal and values of respect for parents and elders. The fact that social media promotes sociality in relation to the state of earlier offline sociality is what unites all three situations. People in Italy often don't need to utilise internet tools to foster this sociality. On the other hand, in southeast Turkey, young people in particular have grabbed the new opportunities provided by social media to mend the rupture of separation as well as to create new types of individualised networking, which has radically impacted their lives.

The issue is that, since this narrative predominates in journalism and the general public's understanding of social media's effects, we cannot ignore the background to this conversation that forces us to defend against allegations of a general trend towards individualism. Thus, a new social media trend like the selfie is immediately seen as another manifestation of the pervasive individualism. Additionally, it is implied in scholarly writing that the selfie must signify increasing self-expression, if not narcissism. However, rather than only being self-portraits, we once again see greater continuity with historic linkages across groups when we examine the selfie inside our ethnographies. In a wider sense, there is little evidence to imply that more individualistic civilizations are especially related with selfies. Selfies are often used to demonstrate one's affiliation with family or a place of worship (as in the Philippines).

However, this does not necessarily imply that the selfie has caused or even increased that worry. It is also true that the selfie is associated with adolescent self-expression and obsession with how they appear. In north Chile, the greater exposure provided by public social media served as a mechanism by which neighbours acknowledged one another as like-minded, reliable, and an official member of the community. People emphasised friendship and family by making their interactions obvious, which in turn strengthened and deepened these ties. Daily selfies were seen as an essential component of this sociality, along with self-mockery, making fun of friends, and intense commenting. Such proof only supports the social media's almost universally 'social' semantics.

Collectivism and Conformity

Our group's research has amassed a substantial amount of data that social media tends to make things more apparent, making it an effective tool for establishing and sustaining social conformity. In order to fit in with their friends, parents on the Italian field site urge their kids to use social media. Because everyone else is doing it, people in both Chinese field sites communicate utopian sentiments on WeChat and QQ. People almost always provide regular reciprocal encouragement by way of "likes" and "comments" because they desire to engage with like-minded individuals or to make others more like them. The Chilean field location makes this particularly obvious. On their social media profiles, people there often have semi-public conversations that are accessible to the friends of friends who participate in the most popular jokes. This involves mocking and lighthearted insults, but it also unites the larger audience via a common understanding of culture.

Slang and other Chilean language norms are often used in these funny conversations as a method for individuals to identify themselves as members of the same language group. As a consequence of these interactions, strangers wind up becoming acquaintances and sometimes even friends. Having Facebook friends encourages individuals to socialise in person and partake in activities like eating out, playing sports, and going out. Finding new employment, buying and selling used goods online, and looking for prospective love partners are all made easier by having more local friends.

In the south Italian site, where people have mostly eschewed networks they see as individualistic, such as Twitter and Instagram, this feeling of homogeneity is visible. She visits a hairdresser she has known for a long time, who she sees at least once every month, and who will suggest a haircut that is in trend right now. Similar to how Roberta usually buys the reading glasses and sunglasses her optometrist recommends since he also understands what is in style. Following trends is an effort to blend in with other ladies in the community who have the same social standing as you rather than to stand out as an individual. Due to their marital status, these ladies may not post pictures of themselves on Facebook.

Instead, women communicate with family, friends, and female peers through WhatsApp to exchange pictures of their attire, hairstyles, and accessories. While these spending patterns are consistent in our Italian site, they take on more dynamic aspirational shapes in a field site in Brazil that is distinguished by an emerging class. The Trinidadian data, however, suggests that this has to be moderated. While maintaining a nice appearance is vital in Trinidad, Facebook postings that imply someone is trying too hard to stand out or look better than others draw criticism and mockery, which again restricts any trend towards individuality. This section makes the argument that although social media may be used for distinction and mobility, individualism may not always be implied since everything is done under the moral scrutiny of social conformity. The consensus is that social media makes it much simpler to establish and maintain uniformity.

Discretion and Sociability

The discussions regarding privacy and social media appear to best illustrate how individuals from various locations have quite varied conceptions about what we would normally expect to be a shared concept throughout all the discussions about the effects of social media. The contentious privacy topic involves a number of distinct issues. One is the worry that businesses are collecting all of our personal information and using it for either commercial or governmental monitoring. In contrast to expectations, this fear was significantly less noticeable in our real field locations in practice. There was mention of a general possible loss of privacy at our field site in southeast Turkey, but people were especially worried about what may happen to their private information in the event of a highly violent political battle. We demonstrated how people's concerns about the commercial exploitation of their data for targeted advertising in our English field site.

However, when looking at our project as a whole, these worries were minimal. The underlying presumptions of the major discussions in Europe and North America that privacy is a type of natural state now endangered by internet visibility are at the heart of this conversation. Concern about who may use social media to learn more about one's private life was a recurring theme at the English field site. The situation is totally different in China. In ancient social life, the local understanding of these concerns would have been different from the western idea of "privacy." Even today, rural Chinese still see the word "privacy" as a trendy or Western term, despite urban Chinese being used to the idea of "yinsi" (privacy). The traditional rural family had a more communal structure, where nobody was expected to require or desire their own place.

They lacked the 'frame' of anticipated solitude. Even on the industrial Chinese field site, factory employees live in rented rooms with their families or in communal workplace dormitories, where six to eight people share a room. People converse in rooms without knocking and cook in public areas. The majority of daily living is still communal. Most people think that the only thing someone would strive to conceal from the public eye is a terrible secret. In such a setting, the use of social media has emerged as one of the first instances where privacy itself has achieved some legitimacy and where individuals have an experience of privacy, particularly considering that most such use in China is predicated on anonymity. Migrant industrial employees may express their secrets and views in a reasonably private setting on social media without worrying about the instant opinions of others who share their offline home.

In this instance, it is obvious that the development of digital technology has significantly impacted the day-to-day activities of Chinese industrial employees. However, this influence is in stark contrast to arguments that social media is destroying privacy. The idea that using

the internet was in some ways an anti-social development in the early days of the internet gives these discussions about privacy a very distinct aspect. Hampton and Wellman, who discovered that online sociality might just as easily boost offline sociality, successfully criticised the idea. For instance, in the south of Italy, individuals with lower levels of education often do not utilise social media to be more sociable, but those with higher levels of education who have lived in cities like Milan, Rome, and Bologna really do. The first group has no claim to growing more cosmopolitan, which is the reason. For them, it makes more sense to place a stronger emphasis on offline social relationships than online ones. However, their more cosmopolitan neighbours choose to avoid what they see as the oppressive connectedness of local society by reducing their relationship with it by using social media in order to maintain their larger contacts with individuals from other metropolitan areas. They share the desire to utilise social media and new digital technologies to deepen their interpersonal connections in both online and offline settings.

The popular assertion that our greater reliance on screens has turned us become antisocial people has always included an underlying contradiction. In the past, when computer gaming, for instance, was mostly a solo activity, it made more sense. However, the complaint becomes much more questionable when you consider that individuals today primarily use displays on gadgets to interact with others online (or even via group gaming). People in our Turkish, Trinidadian, and Brazilian field sites spend a lot of time browsing one other's social media accounts, but this does not imply that they converse less in person. On the other hand, they discover additional topics that they share in common and may discuss directly on screen.

Cameras have further blurred the border between online and offline communication, particularly when individuals use so-called "always-on" cameras, which stay in the background without anybody having to utilize them for communication. One of the most obvious instances when it makes more sense to imagine individuals living together virtually is in this situation. Similarly, just because most individuals on our Italian field site don't often check each other's Facebook pages doesn't imply they aren't interested in or making an effort to learn more about their peers. In southern Italy, where unemployment is prevalent and siestas last for a long period, social media use has not increased. In certain cultures, taking time off from work to network online could be acceptable. However, this is not how the siesta is seen in Spain. People instead equate online socialization with their offline social traditions, which have historically been associated with certain times and places, including at work, while drinking coffee, or in the evening in public spaces.

Therefore, those who do spend more time searching up the Facebook profiles of others are often store clerks or government employees who do so during their downtime at work, just as they also utilize this time for conversing. We have argued so far that people's usage of social media is a reflection of how they see sociality and social connections in their particular and local settings, such as via the lens of various privacy ideas or, in certain situations, as a means of encouraging social conformity. We'll now talk about one of our key findings: individuals use social media to change their real relationships, such as by making them more or less apparent, with the primary goal of striking a balance in their sociality[10].

CONCLUSION

Social media marketing is fundamentally based on identities and networks. Businesses may improve brand image, connect with their target audience, and increase user engagement by creating a strong and genuine online persona. Businesses may increase the exposure of their marketing messages, expand their customer base, and access powerful connections by using both personal and professional networks. To manage the ethical issues related to privacy, data

protection, and social impact in the online space, nevertheless, is crucial. Authenticity, openness, and respect for user privacy must all be maintained by businesses when they employ identities and networks to promote on social media. Businesses may create successful strategies to generate meaningful relationships, build trust, and accomplish their marketing goals in the ever-changing social media environment by understanding the dynamics of identities and networks.

REFERENCES

- [1] L. Huemer, "When in Rome, be(come) a Roman? An actor focus on identities in networks," *Ind. Mark. Manag.*, 2013, doi: 10.1016/j.indmarman.2013.07.007.
- [2] L. P. Milton and J. D. Westphal, "Identity confirmation networks and cooperation in work groups," *Acad. Manag. J.*, 2005, doi: 10.5465/AMJ.2005.16928393.
- [3] R. Felix, P. A. Rauschnabel, and C. Hinsch, "Elements of strategic social media marketing: A holistic framework," *J. Bus. Res.*, 2017, doi: 10.1016/j.jbusres.2016.05.001.
- [4] A. Puspaningrum, "Social Media Marketing and Brand Loyalty: The Role of Brand Trust," *J. Asian Financ. Econ. Bus.*, 2020, doi: 10.13106/JAFEB.2020.VOL7.NO12.951.
- [5] P. J. Burke, J. E. Stets, and S. V. Savage, "Punishments and the dominance identity in networks," *Soc. Sci. Res.*, 2021, doi: 10.1016/j.ssresearch.2020.102489.
- [6] S. Laari-Salmela, T. Mainela, and V. Puhakka, "Resolving the start-up identity crisis: Strategizing in a network context," *Ind. Mark. Manag.*, 2019, doi: 10.1016/j.indmarman.2017.12.010.
- [7] E. Mawson, D. Best, M. Beckwith, G. A. Dingle, and D. I. Lubman, "Social identity, social networks and recovery capital in emerging adulthood: A pilot study," *Subst. Abus. Treat. Prev. Policy*, 2015, doi: 10.1186/s13011-015-0041-2.
- [8] G. Merchant, "Identity, Social Networks and Online Communication," *E-Learning Digit. Media*, 2006, doi: 10.2304/elea.2006.3.2.235.
- [9] A. Monterde, A. Calleja-López, M. Aguilera, X. E. Barandiaran, and J. Postill, "Multitudinous identities: a qualitative and network analysis of the 15M collective identity," *Inf. Commun. Soc.*, 2015, doi: 10.1080/1369118X.2015.1043315.
- [10] X. Xin, X. Li, S. Yang, X. Lin, and X. Zheng, "Pain expression assessment based on a locality and identity aware network," *IET Image Process.*, 2021, doi: 10.1049/ipr2.12282.

CHAPTER 7

EXPLORING THE ROLES OF SOCIAL BOOKMARKING AND NEWS

Dr. Pramod Pandey

Associate Professor, Master in Business Administration (General Management),

Presidency University, Bangalore, India.

Email Id-pramodkumar@presidencyuniversity.in

ABSTRACT:

The ways we locate, arrange, and consume online material have changed as a result of social bookmarking and news platforms. Users are given strong capabilities to organize, bookmark, and retrieve websites and articles, making it simple to access important content. Through social sharing and recommendation algorithms, these platforms also enhance content discovery, making it simpler to access pertinent and engaging information. On the other hand, social news platforms organize and compile news pieces, giving consumers a thorough overview of the day's events and popular subjects. Users may easily store and organize web material using social bookmarking sites. Using social bookmarking, users may save and retrieve their bookmarks from any device with an internet connection as opposed to depending on conventional bookmarks stored on a single device. Additionally, these platforms include tools like tagging and classification that make it simpler to search for and retrieve certain material.

KEYWORDS:

Aggregation, Bookmarking, Content Curation, Information Sharing, News Aggregation, Online Content, Social Bookmarking, Social News.

INTRODUCTION

The amount of information available online in the modern day might be daunting. It may be difficult to maintain track of useful material and remain up to speed on the newest news and trends with the abundance of websites, publications, and resources at our disposal. Social bookmarking services and news aggregators are useful in this situation [1], [2]. Social news platforms, on the other hand, concentrate on gathering and curating news articles from diverse sources. They provide users a single location where they can find and explore news stories, trending topics, and current events. These services often employ suggestions and user-generated material to highlight pertinent news topics and provide a personalised news stream.

The idea of social bookmarking and news has completely changed how we read and distribute information. It enables quick and simple discovery of fresh and intriguing materials and gives people more flexibility over how they consume internet content. Additionally, it encourages a feeling of community and cooperation among users by enabling them to save and share material with others. But there are issues and things to think about with social bookmarking and news sites, just as with other technology. Some of the concerns that need to be addressed include information overload, the validity and dependability of shared material, and possible algorithmic biases. In the digital sphere, privacy and data security are equally significant issues.

Explores the advantages, drawbacks, and effects of social bookmarking and news sites on the way information is consumed and shared. By comprehending these platforms and their

ramifications, we may better navigate the internet environment and take use of the enormous amount of material that is readily accessible to us. Users may upload and vote on information from many websites on social news websites. The voting process assists in identifying the most intriguing connections. Although direct marketing on social news sites is normally discouraged, marketers have found these sites to be incredibly helpful for building buzz and attention around certain campaigns or stories. Similar to social news sites, social bookmarking websites provide users the ability to gather and save links they find interesting and may want to return in the future. The majority of bookmarking websites track how many times a piece of material has been saved and interpret them as votes to showcase the most useful links[3]–[5].

History

The first social bookmarking website, IT List, went live in April 1996, and a slew of websites allowing public and private online storing of your favourite links quickly followed until the first dot-com bubble burst. However, the most of them passed away in the 1990s. Slashdot was established in 1997 as a location for people to post links to articles on technology. When a link was put on its home page, it gained a tonne of popularity and was the first social media platform to experience the Slashdot Effect, which causes traffic volumes to overwhelm servers. A site named Fark was established two years later to fill a less specialised and more irreverent market. Soon after its debut, Fark opened up submissions to readers other than the website's creator. With the introduction of Delicious in 2003 and Digg in 2004, social news and bookmarking expanded to a larger audience. Digg uses its audience's knowledge to choose the most fascinating stories from among the many that are submitted each day[6]–[8].

Protocol

Sites dedicated to social news concentrate on providing the most recent information. Users may store links on bookmarking websites for later reading. The most popular links are presented based on the number of votes they have received. All of these websites include features that are helpful to marketers. You will be introduced to those components in this section. The user profiles on social news and bookmarking websites vary somewhat from one another. You should use the same avatar picture on all websites if you can upload one (most of them let you), and you should be consistent across social networks and any other websites where you have a profile. Fill up as much of your profile as you can, including your instant messaging (IM) identities, online personas, and website connections. Like on social networks, certain websites also let you friend other users. Search for individuals who are submitting and voting on material that is similar to yours and make connections with them. Your account will grow more useful as you become more active and consistent; you'll start to build a reputation, and other users will be more open to your tales. You'll have the benefit of being the first person to submit big articles if you often read blogs and news websites in your industry.

Submitting

You must submit your material in order to get it included on a social news website. You'll be asked to provide a title, a succinct summary of the page's content, the category it should be included in, and a few tags to characterize it throughout the submission process. Avoid doing this since most community's dislike individuals who post their own stuff. Instead, create a community of engaged consumers of social news on your website and include buttons inviting people to contribute your material.

Voting

Voting is the main activity that attracts advertisers to social news sites. The concept is the same: a piece of information is uploaded to a website, and other users vote on it by giving it a thumbs-up or down. However, various sites use different names for it, and some don't even expressly label it. The quantity, quality, and speed of votes affect how well-liked your material is. You may copy and paste badges from several social news sites into your own website. Add a badge to your page once you've submitted your material to one of these bookmarking websites so that visitors may vote for or against it without leaving your site. Using these buttons to promote your content is a terrific idea. When you believe that a certain page has a strong possibility of succeeding on a particular social media platform, you should include them as prominently on your material as you can.

Headlines

The title is the most significant component of an article on a social voting website. The majority of users will only read this, and it has the most impact on the number of votes an article receives. Spend some time crafting a compelling headline since users often enter it as the title of a blog post or web page. Good headlines give the reader the sense that the content will be simple to understand, interesting, and worthwhile. Try to be as specific as possible about what the consumer will learn from reading your article. Indicate in the title if your material is a picture, a video, or a list; state it in the headline if it is a list. Your headlines should be attention-grabbing and thought-provoking, but not deceptive. Social media users are incredibly intelligent, and they will catch on to your techniques far sooner than you think.

Linkerati

The word "linkerati," which was first used by Rand Fishkin of SEOMoz, describes a group of Internet users who are more likely than other users to create their own blogs or websites where they may link to articles they find interesting. The linkerati are your target audience when marketing to social news sites since many of them visit these platforms and write about the material they discover there. The 2007 research I conducted on Digg revealed that the typical popular page received roughly 300 links.

Going Pop

The end objective of social news site marketing is to have your material classified as "popular." Voting websites feature areas where they showcase the information that has received the most votes, usually on their main page. When a page receives enough votes and is seen by more people, it often sparks an increase in vote counts; articles that become popular frequently get far more votes than those that do not. The combination of these two acts often results in hundreds or thousands of inbound links. Appearing here may generate tens of thousands of visitors to your site and put it in front of the linkerati.

Digg's Impact

When your article appears on the first page of a website like Digg, your server will see a deluge of visitors up to thousands per minute especially during busy daytime hours. The majority of shared hosting setups struggle to handle traffic numbers this high, and having an unresponsive website wastes the majority of the advantages of being well-known. You may fix this issue by either installing a caching system or updating your server. A caching system's objective is to prevent your pages from repeatedly requesting data from a database, which often leads to a site's crash during times of heavy traffic. Before you begin submitting pages to social news websites, consult your technical expert to determine the best option.

Timing

When your material becomes popular, time has a significant role in how many people vote for it and see it. The type of traffic surge that results from being well-known during business hours will not happen if you make it to the main page of a social news website in the middle of the night. Many websites have a window of time after submission within which a site might become famous; for example, articles on Digg have 24 hours to hit the main page. The optimal time to post a story to Digg is 18 to 22 hours before a high use period, so you should be on the lookout between 4:00 a.m. and midnight.

DISCUSSION

Power

Depending on the calibre, reliability, and durability of their contributions, some users are given authority. This kind of power user often has hundreds of friends who will vote for practically every article he uploads, increasing the likelihood that his material will be shared and become more well-known than content shared by unidentified users. Befriending these top users is one method for spreading the word about your work. Digg users may reveal their IM usernames, so you can search for people who often appear on the top page and look to love material similar to yours, and then send them an IM to introduce yourself. When contacting these individuals, use caution and wait a while before selling them on your material. Instead, get to know them, find out what kind of content they like, follow them on Twitter, and establish connections before you start requesting favours.

Reciprocity

The controversial yet effective idea of "you scratch my back, I'll vote on your stories" has gained a lot of traction. It's well known that friendships formed on social news sites are based on voting and sharing one another's articles. Some users create lists of the IM names or email addresses of their voting friends and use them to share tales with them. As a new user, you shouldn't engage in this behavior since it almost certainly violates the terms of service (ToS) for most news websites.

Digg

The most well-known social news site, Digg, serves as the benchmark against which all others are compared. Although it has made tremendous efforts to feature non-Greek news, it is the most well-known website of its sort, and its primary audience has always been twenty-something male techies. When a story makes it to the front page of Digg, it starts off at the top of a list that is ordered chronologically and moves down the page as more recent items are promoted. A article will only be on the main page of Digg for a few hours due to the site's high volume of activity. Buries are the kind of negative voting on Digg. The total number of negative votes is not shown, and it is unclear how much more significant a down vote is than an affirmative one. The fictitious "bury brigade," a purportedly organised group of users that bury any news they don't like, serves as something of a boogeyman for the website.

People who promote groups or ideas that are despised by the community, like Microsoft or marketing, are frequent targets. Even if your material isn't typical geek fodder, you may still make Digg's main page by giving it a technological twist. If you paint houses, you might create an essay on the 10 best ways to paint the Digg logo on a building; if you sell furniture, you may try taking photos of geeky office equipment. This audience is highly knowledgeable and has developed the ability to spot overt front-page tactics, so use caution with this strategy. To increase your audience, experiment with a few different content genres and find

what works best for you. A link you submit to Digg has 24 hours to make it to the main page. The promotion mechanism is unknown, although it is likely made up of variables including the quantity and speed of votes, the variety of individuals who vote, the quantity of comments posted on a story, and an assessment of domain trust. One approach to get around this is to host your information on a reputable domain and advertise that URL.

Most of the items that do well on Digg come from well-known news sites and blogs. You could, for instance, make a video, publish it to YouTube, and have the YouTube link uploaded rather than your own, unpopular site. Digg has a long history of power users and a significant networking component, both of which emphasise the significance of the article's submitter. After 80 votes, some articles become popular, while others, while receiving well over 200 votes, do not. Very few articles make it to Digg's first page, but those that do may anticipate tens of thousands of visits within a few hours. Digg has been a goal for many marketers since it may lead to hundreds of links if you get successful there. It has complex algorithms in place to prevent gaming as a result, and it has been harder and harder to get material from lesser-known sites onto its top page.

Reddit

Reddit continues to generate a significant quantity of traffic despite consistently coming in second place in the social voting competition. And unlike Digg, which is all-or-nothing, Reddit delivers some traffic to articles that don't quite take off. Compared to Digg's chronological list format, Reddit's main page functions more like a leaderboard. A article may remain in a prominent position on Reddit for longer than it can on Digg since it allows stories to move up or down as they get votes. The power accounts on Reddit are not as significant as they are on other websites since Reddit has extremely limited social networking capabilities. Diggers (twenty-something geeks) and Redditors are comparable, however the former are significantly more literate and gender neutral. On Reddit, you may downvote by clicking the down arrow that is situated just under the equivalent up arrow. Reddit is the most transparent website in this respect since the score of an article is calculated by subtracting the number of positive votes from the number of negative votes. A few negative votes aren't the worst thing that may happen since content that receives a lot of up and down votes can be included in a distinct "controversial" part of the website.

Reddit seems to put a lot of emphasis on voting fast; articles that get tens of votes during the first hour may fall to the bottom of the first page. In order to promote a swift flood of votes, you should take immediate action and add a voting badge to any item that is contributed. The choice of categories is important since users may choose which parts appear on the home page. Popular articles from a few default areas, such as Comics, Funny, Pics, Politics, Programming, Science, Technology, World News, WTF, and an uncategorized "Reddit.com" sub-Reddit, may be found when a visitor hits the Reddit main page. When submitting, concentrate on these parts since they get significantly more traffic than the rest.

Stumble Upon

However, Stumble Upon has been known to continually send visitors to sites that were first found (or "submitted" in Stumble upon terminology) months ago. Due to the fact that a few votes might generate a few thousand visits, it also displays less all-or-nothing behavior. StumbleUpon prefers less nerdy information, eye-catching images, quick movies, and games because to its older, less technological readership. Additionally, a greater choice of subjects may be given to interested audiences thanks to the personalization mechanism. StumbleUpon could be the spot for you if you're having difficulties giving your article a geeky enough perspective to perform well on Digg.

Delicious

Delicious prioritises keeping track of your saved links, while its social features take a backseat. A vote is cast when a page is bookmarked, and there is no down-voting system. The first page of Delicious displays stories that have had enough saves in a day or two (the precise threshold fluctuates, but it is often a little more than 100) and receives a few thousand visits. Voting and bookmarking are two quite distinct user actions, therefore short-form material that does well on other social news sites doesn't perform as well on Delicious. Long articles and helpful information are the kind of sites that users are most likely to save for later reference. Try creating a list of tools that no one could possibly read in one sitting if you want to make it to the first page here, or create a tool that your readers will want to use often.

Niche Sites

Each of the most famous social news sites has its own audience preferences, and as a site grows more well-known, it becomes harder for material to become popular. If your website does not perfectly suit the profile of one of the major websites, you may either attempt to target one of the smaller, specialized social news and voting websites or try to generate material that fills those niches while simply having a passing connection to your company. The following list is by no means comprehensive, but it serves to highlight the variety of social news and bookmarking websites available online[9]–[11].

CONCLUSION

The ways we locate, arrange, and consume online material have changed as a result of social bookmarking and news platforms. Users are given strong capabilities to organize, bookmark, and retrieve websites and articles, making it simple to access important content. Through social sharing and recommendation algorithms, these platforms also enhance content discovery, making it simpler to access pertinent and engaging information. On the other hand, social news platforms organize and compile news pieces, giving consumers a thorough overview of the day's events and popular subjects. StumbleUpon, maybe the most popular social bookmarking platform, has a different user experience than a typical voting platform. StumbleUpon lets users engage with it using a browser plug-in that enables them to "stumble" from website to page throughout the Web with the press of a button rather than a main page with a list of popular links. Anywhere on the Internet, you click on the thumbs-up symbol for a website you enjoy rather than the thumbs-down icon for stuff you don't like. Through these votes, the algorithm gains insight about the kind of information you like, and as you stumble, it begins to display your relevant sites. In the hours after a story's viral success, the majority of social news sites see a big traffic surge that swiftly subsides.

REFERENCES

- [1] M. Messner, M. Linke, and A. Eford, "Shoveling tweets: An analysis of the microblogging engagement of traditional news organizations," *Off. Res. J. Int. Symp. Online Journal.*, 2012.
- [2] S. R. Knight, "Social media and online attention as an early measure of the impact of research in solid organ transplantation," *Transplantation*, 2014, doi: 10.1097/TP.0000000000000307.
- [3] Q. Xu, "Social recommendation, source credibility, and recency: Effects of news cues in a social bookmarking website," *Journal. Mass Commun. Q.*, 2013, doi: 10.1177/1077699013503158.
- [4] R. Pasaribu, "Analisis Media Sosial Sebagai Media Pemasaran Untuk Meningkatkan Daya Saing Umkm Di Kota Medan," *J. Econ. Bus.*, 2021, doi: 10.36655/jeb.v2i1.495.

- [5] H. Kang, K. Bae, S. Zhang, and S. S. Sundar, "Source cues in online news: Is the proximate source more powerful than distal sources?," *Journal. Mass Commun. Q.*, 2011, doi: 10.1177/107769901108800403.
- [6] P. C. Higginbottom, "Web 2.0 for Librarians and Information Professionals," *J. Med. Libr. Assoc.*, 2009, doi: 10.3163/1536-5050.97.1.016.
- [7] J. A. Merlo Vega, A. Angosto Castro, T. Ferreras Fernández, J. P. Gallo León, J. Á. Maestro, and I. Ribes Llopes, "Ciencia 2.0: aplicación de la Web social a la investigación," 2011.
- [8] W. A. Warr, "Social software: Fun and games, or business tools?," *J. Inf. Sci.*, 2008, doi: 10.1177/0165551508092259.
- [9] A. S. Hashwa, N. A. El-Fishawy, and S. M. Youssef, "Validating Ranking in Web Documents Using Normalized Social Media Information," *Menoufia J. Electron. Eng. Res.*, 2016, doi: 10.21608/mjeer.2016.64105.
- [10] E. Mansour, "The adoption and use of social media as a source of information by Egyptian government journalists," *J. Librariansh. Inf. Sci.*, 2018, doi: 10.1177/0961000616669977.
- [11] M. Sezgin and A. B. Cesur, "Website usage in digital public relations - An analysis of it companies in Turkey," *Int. J. Ebus. eGovernment Stud.*, 2019, doi: 10.34111/ijeveg.20191124.

CHAPTER 8

ESSENTIAL ELEMENTS OF SOCIAL MEDIA MARKETING PLANS: REVIEWS AND RATINGS

Mr. Ram Srinivas

Assistant Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.

Email Id-ramsrinivas@presidencyuniversity.in

ABSTRACT:

Ratings and reviews have grown to be essential elements of social media marketing plans. They have a big influence on what people buy, how people perceive brands, and how well businesses do in general. This essay covers the advantages, difficulties, and best practices of reviews and ratings in social media marketing. It emphasizes the significance of actively managing and using reviews to improve client engagement, foster trust, and spur company expansion. Businesses may successfully use reviews and ratings to boost their online visibility and accomplish marketing goals by knowing their power. Reviews and ratings in social media marketing have developed into a potent tool for companies to create credibility, foster trust, and increase consumer involvement. They provide prospective buyers insightful information about the calibre, effectiveness, and general contentment of a certain item or service. High ratings and positive reviews have a substantial impact on customer behaviour, increasing brand loyalty and sales.

KEYWORDS:

Consumer Feedback, Customer Reviews, Online Reputation Management, Social Media Marketing, User Ratings.

INTRODUCTION

This essay investigates the value of reviews and ratings in social media marketing and how they affect companies. It explores the advantages of actively using reviews as well as the difficulties that result from unfavourable comments. It also outlines the recommended practises for companies to use reviews and ratings to improve their internet reputation and accomplish marketing goals. Businesses may use this useful input to better their goods, customers' experiences, and brand impression by recognising the importance of reviews and ratings in social media marketing. Businesses may use the power of reviews and ratings to boost their online visibility and build enduring connections with their target market by using the correct techniques and approaches.

In contrast to the 62% of consumers who believe TV commercials, the 61% of consumers who trust newspaper ads, and the 59% of consumers who trust magazine ads, an April 2009 Nielsen Media Research poll found that 70% of consumers trust consumer views posted online. According to Forrester research from 2007, 19% of internet Americans make blog comments and publish online ratings and reviews at least once a month. It's probable that a higher proportion of the public now routinely comments on blogs and posts ratings in the two years since the data was released. Whether you participate in the conversation or not, users are already talking about your brand, goods, and services online, so you may as well do so. Burying your head in the sand and avoiding review sites won't help you; every local company has to be present on these sites. Users of other social media platforms are often more interested in socializing, they are just having fun. However, no one looks for a dentist in

Boston for amusement; rather, those who frequent review sites are considering their options and need your assistance. Engaging review sites needs significantly less time and money than other online advertising methods, and even many other sorts of social media marketing, making it one of the most economical things you can do[1]–[3].

History

Amazon.com, the titan of the internet's merchants, debuted in 1994. The next year, Amazon incorporated user reviews, enabling anybody to post an anonymous review of any book or item on the website. Numerous newspaper articles documenting the horrors of anonymous reviewers spreading libel against reputable writers were published, but readers loved it. The same year, Citysearch.com was established as a local city internet directory of restaurants, museums, shops, and tourism attractions. It too quickly included user evaluations despite being a natural setting for genuine input. The phrase "scale of 1 to 10" became popular when the main character in the 1979 Blake Edwards film *10*, "10," declares that Bo Derek's character is on a scale of 1 to 10. A surge of "ratings" websites, such as RateMyProfessors.com, which enables students to submit evaluations and numerical ratings of their professors, and HotOrNot.com, where users assess one another's beauty, helped the concept catch on online in the late 1990s. Initially, many rating and review websites let users to post anonymously, but over time, the majority of them have included a reputation system that allows people or their specific reviews to be graded on a scale of usefulness or accuracy. A brand-new kind of review site has just appeared that mixes social networking capabilities with local evaluations. The well-known website Yelp.com, which debuted in 2004, is an example of this kind of website. Since the early days of online communities and consumer-driven platforms, reviews and ratings have been a crucial component of social media marketing. An overview of reviews and ratings in social media marketing is provided below:

1. The emergence of online review websites: In the late 1990s and early 2000s, websites like Epinions and TripAdvisor allowed users to post reviews of goods, services, and establishments. User-generated evaluations and ratings could be posted on these sites, which helped to shape the online consumer feedback market.
2. The Rise of Social Media: Users now have the opportunity to share their ideas and experiences with a larger audience thanks to social media sites like Facebook, Twitter, and Instagram. Social media made it possible for reviews and ratings to spread like wildfire, compounding their negative effects on companies' reputations and affecting customers' purchase choices.
3. The Influence of User-Generated material: The growth of user-generated material on social media platforms has enabled users to review and comment on companies, goods, and services in real-time. Users may share their experiences in a variety of interesting and different ways because to the content's frequent inclusion of text reviews, star ratings, images, and videos.
4. The significance of managing one's online reputation: As the weight of online reviews and ratings increased, companies became aware of the need of doing so. They began keeping track of and reacting to both good and negative client comments to maintain a positive reputation and quickly resolve any difficulties.
5. Integration of Reviews and Ratings: A lot of social media platforms and e-commerce websites include built-in review and rating features. By making it simpler for customers to provide feedback and for companies to gather and display customer evaluations, this connection promoted transparency and confidence in the online market.

6. **Increasing Influencer Role:** In addition to user-generated evaluations, social media marketing's emergence of influencers has given reviews and ratings a new dimension. Influencers, who have sizable online fan bases, often work with companies to influence audience choices by offering honest evaluations and suggestions.

The growth of reviews and ratings in social media marketing from specialized review sites to a crucial component of online reputation management and customer interaction is shown by looking at their historical development. They are essential in today's marketplace for influencing customer views of brands, generating sales, and building trust.

Protocol

Websites for reviews and ratings are among the most helpful for marketers, particularly those that target local businesses. You will learn about the characteristics that many of these kinds of sites share in this section.

Top Lists

Lists of the top companies in certain categories or neighborhoods may often be found on local review websites. I'll choose a category, like "romantic" or "French," and start at the top of the list while looking for a new location to dine or have a drink. I'll look at the list for my neighbourhood if I want to remain close to home. Users often utilize search to locate listings on review websites. Relevance and the quantity and quality of reviews are often used to determine rankings. A company like yours may never be found without the terms and phrases that people could use to search for it due to the popularity of search[4], [5].

DISCUSSION

Sock Puppets

A sock puppet is a kind of online spam when an enthusiastic business owner creates a lot of phoney identities and writes glowing evaluations of his company, often while criticising his rivals. Some business owners offer consumers money in exchange for good product evaluations. The fact that review sites have incorporated algorithms meant to detect fraudulent behaviour makes this plainly extremely poor form, and the likelihood that you will be detected is high. It will be far worse to be caught in one of these schemes than it would be to get a few genuine negative evaluations. Sock puppets are made-up, dishonest online identities that people construct to trick or mislead others on social networking sites. Typically, these sock puppet accounts are designed to further a certain agenda, disseminate false information, or unnaturally increase the popularity or reputation of a particular person, thing, or organisation. The notion of employing a puppet fashioned out of a sock to hide the identity of the person controlling it is where the phrase "sock puppet" came from. Sock puppet accounts are made with the purpose of masquerading as real users on social media while concealing the identity or connections of the person behind them.

Sock puppetry may be performed for a variety of reasons and purposes. It may be used by people, businesses, or even governments to sway public opinion, harass individuals online, or feign support or agreement. Sock puppets may take part in actions like publishing biased or deceptive material, providing favourable reviews or comments on a product or service, criticising or attacking competitors, or inflating an account's engagement or follower numbers. Sock puppetry is often seen as immoral and goes against the tenets of sincerity, openness, and trust in online interactions. Social media networks have procedures in place to identify and stop the use of sock puppets, including tools for reporting and flagging suspect accounts. Users should be aware of the possibility of sock puppets and take caution while

reading online information or participating in online debates on social media. Users may contribute to preserving the accuracy and dependability of information published on social media platforms by exercising caution and challenging the authenticity and trustworthiness of sources[6]–[8].

Responding

The majority of review sites provide a feature that enables you, as a company owner or employee, to reply to reviews. This feature is supported by Yelp, TripAdvisor, Citysearch, and Superpages, among others. Remain calm while replying to a review. If a poster offends you, refrain from responding straight away and take some time to collect yourself before returning. A user's review represents her opinion of a company, and an opinion is always subjective. You may correct a person who has submitted inaccurate or blatantly misleading information, but your corrections shouldn't just be "You're Wrong!" Ask the reviewer what specifically you can do to make things right, attempt to solve her issue if you can, and give her a discount to attract her back to your establishment, and maybe she'll publish a favourable follow-up review. In order to avoid coming off as nasty and haughty on the Internet, which will certainly be the case for a very long time, make sure your answer presents you and your company in a positive, though sometimes unflattering, light. Talking things out is the best course of action since the majority of bad reviews are the consequence of poor owner-customer communication. You may get in touch with a reviewer privately via Yelp in order to get a straight answer. If you have a simple solution to someone's complaint, this can be the best course of action. Try to resolve the conflict with the customer so that she will be satisfied enough to change her review without you having to address it in front of others.

Yelp

Yelp, the biggest online database of local reviews, combines social media, ratings, and a close-knit community with a number of features for business owners. Yelp is a well-known mobile app and web platform that focuses on crowd-sourced reviews and ratings for nearby businesses. Users are able to discuss their thoughts and experiences with local eateries, stores, services, and other companies. Yelp offers a platform where customers can post reviews, give companies a rating out of five, and share suggestions and images. Yelp has developed into a powerful tool for users to research and choose restaurants, stores, and service providers. Users now have access to a community-driven environment where they can depend on the experience of other customers to inform their decisions. Positive reviews and high ratings help businesses on Yelp get more consumers and build their reputation.

Yelp is a complete platform for both customers and companies thanks to its extra features, which include company information, contact information, hours of operation, and directions. For companies to manage their online reputation, reply to consumer evaluations, and interact with their audience, it has become a crucial tool. Based on the experiences and opinions of others, Yelp offers customers an easy method to locate reputable and trustworthy companies. It supports their decision-making and enables them to find new locations or services that fit their tastes. Yelp has a big impact on social media marketing because it gives customers the freedom to offer their opinions, helps local businesses establish their online reputations, and connects them with nearby establishments.

Offers and Announcements

Each Yelp company page has a box at the top where the owner may add extra details, such as special discounts or notices of future events. This is a wonderful place to announce sales or provide Yelp users with special deals on your goods or services. Luther gave the example of

a tennis instructor who utilized this area to connect to previous client feedback and evaluations of his lessons.

Website Badges and Stickers

You may display Yelp badges on your website to let people know you are on Yelp and point them to your reviews in order to promote evaluations of your company. By clicking the "Get Badges for Your Website" link in your company owner account, you may get the HTML code for these badges. Businesses who get a particular amount of favourable ratings sometimes receive window decals from Yelp that read, "People Love Us on Yelp," in the mail. To let people know you are on Yelp, you may and should post them at the door of your company. The usage of badges on your physical location and online might entice Yelp users to leave a review of your establishment. Additionally, they act as social proof, letting even non-Yelpers know that if a lot of other people loved your goods or services, then chances are good that they will as well. In social media, the terms "website badges" and "stickers" refer to visual components or emblems that organisations or people use to identify affiliations, relationships, or accomplishments on social media platforms. These badges and stickers often include social networking platform logos or icons, such as those for Facebook, Twitter, Instagram, or LinkedIn, and some may even have clickable links that take users to the corresponding social media accounts.

Website badges and stickers are used to advertise social media presence, entice website users to follow or connect with a company on social media, and build credibility and trust. Businesses may emphasise positive customer feedback or testimonials, advertise their active participation on social media platforms, or advertise their affiliation with reputable organisations or professional certificates by displaying these badges. Stickers and website badges may have a variety of uses in social media marketing. By directing website visitors to the social media accounts of the company or person, where they may communicate with them on a more engaging level, they can enhance brand exposure and awareness in the first place. Second, by highlighting the quantity of followers, likes, or favorable reviews on social media sites, they may increase social proof and trustworthiness. Companies can also make it simple for users to share website information or items with their social media networks, which is the third way companies may support social sharing. However, it's crucial to utilise website badges and stickers sparingly and make sure they complement the site's general layout and goals. When a website is cluttered with badges or stickers, viewers may get distracted from the primary information. It's also essential to consistently update the badges and stickers so that they appropriately represent the most recent social network profiles and analytics. Stickers and website badges are visual components that organizations and people use to advertise their social media presence, increase trustworthiness, and drive interaction on social media platforms. They may be powerful tools in social media marketing to enhance website traffic, brand awareness, and consumer trust when utilized properly and selectively.

Some Website Badges in Social Media Marketing

Here are a few website badges that are often utilised in social media marketing:

1. Facebook: The recognisable Facebook logo is shown on the Facebook badge, which is often accompanied with the words "Like" or "Follow Us." It lets customers know that the company has a Facebook profile and invites them to like or follow it.
2. Twitter: The Twitter badge shows the company's Twitter username along with the Twitter bird emblem. Visitors are encouraged to interact with the company's tweets and follow them on Twitter.

3. Instagram: The Instagram badge shows off the Instagram camera logo and may also include the company's Instagram username or a request for users to follow the business on the social media platform. It draws attention to the company's Instagram account and invites users to peruse their graphic offerings.
4. LinkedIn: The business's LinkedIn profile URL or a call-to-action to connect with them on LinkedIn are often shown together with the LinkedIn logo in the LinkedIn badge. It denotes the company's professional presence and invites users to interact with them there.
5. Pinterest: The business's Pinterest handle or an invitation to follow their boards are often included in the Pinterest badge, which sports the recognisable Pinterest "P" emblem. It invites users to find and bookmark the company's content while indicating that it has a presence on Pinterest.
6. YouTube: The YouTube badge showcases the company's YouTube channel name or a call-to-action to subscribe to their channel together with the well-known red play button symbol that is associated with YouTube. Visitors are urged to see their videos and sign up for updates.

The usage of website badges in social media marketing is not limited to the examples shown here. The precise badges used are determined by the social media networks on which the company is present and by their marketing goals[9]–[11].

CONCLUSION

The use of reviews and ratings in social media marketing has completely changed how customers engage with firms and make choices about what to buy. They provide insightful information on the calibre, reliability, and customer satisfaction of goods and services. High ratings and favorable reviews improve a brand's reputation, draw in new clients, and encourage consumer loyalty.

To resolve consumer issues and preserve a good brand image, however, bad reviews and low ratings present difficulties and need for proactive management. Businesses must actively read online reviews, reply to them, and use the input provided to enhance their goods and services. Effectively using customer feedback may provide companies a competitive edge, foster trust with their target market, and lead to long-term success in the fast-paced world of social media marketing.

REFERENCES

- [1] M. Işık and H. Dağ, "The impact of text preprocessing on the prediction of review ratings," *Turkish Journal of Electrical Engineering and Computer Sciences*. 2020. doi: 10.3906/elk-1907-46.
- [2] N. A. Jamilah, I. Akhmad, and dkk, "Pengaruh Harga dan Online Customer Review dan Rating Terhadap Minat Beli Online Tokopedia Saat Pandemi Covid 19," *Ecounbis Econ. Account. Bus. J.*, 2021.
- [3] R. S. Damayanti, "Pengaruh Online Costumer Review and Rating, E-Service Quality dan Price Terhadap Minat Beli pada Online Marketplace (Studi Empiris Pada Mahasiswa Universitas Muhammadiyah Magelang)," *Pros. 2nd Bus. Econ. Conf. Util. Mod.*, 2019.
- [4] B. Kurniawan, "Pengaruh Online Customer Reviews Dan Rating Terhadap Minat Pembelian Di Lazada," *J. Ilm. Bisnis Manaj. dan Akunt.*, 2021.

- [5] M. Ghasemaghaei, S. P. Eslami, K. Deal, and K. Hassanein, "Reviews' length and sentiment as correlates of online reviews' ratings," *Internet Res.*, 2018, doi: 10.1108/IntR-12-2016-0394.
- [6] R. I. R. Meidhiyanti, "Analisis pengaruh labelisasi halal , harga , dan online customer review and rating terhadap keputusan pembelian di shopee dengan minat beli konsumen sebagai variabel intervening," *Skripsi Inst. Agama Islam Negeri*, 2020.
- [7] G. Abrate, S. Quinton, and R. Pera, "The relationship between price paid and hotel review ratings: Expectancy-disconfirmation or placebo effect?," *Tour. Manag.*, 2021, doi: 10.1016/j.tourman.2021.104314.
- [8] B. Wang, B. Chen, L. Ma, and G. Zhou, "User-personalized review rating prediction method based on review text content and user-item rating matrix," *Inf.*, 2018, doi: 10.3390/info10010001.
- [9] R. S. Damayanti, "Pengaruh Online Customer Review And Rating, E-Service Quality Dan Price Terhadap Minat Beli Pada Online Marketplace Shopee," *J. Ekon. dan Bisnis*, 2019.
- [10] I. I. Harli, A. Mutasowifin, and M. S. Andrianto, "Pengaruh Online Consumer Review dan Rating terhadap Minat Beli Produk Kesehatan pada E-Marketplace Shopee Selama Masa Pandemi COVID-19," *INOBIS J. Inov. Bisnis dan Manaj. Indones.*, 2021, doi: 10.31842/jurnalinobis.v4i4.205.
- [11] S. Sadiq, M. Umer, S. Ullah, S. Mirjalili, V. Rupapara, and M. Nappi, "Discrepancy detection between actual user reviews and numeric ratings of Google App store using deep learning," *Expert Syst. Appl.*, 2021, doi: 10.1016/j.eswa.2021.115111.

CHAPTER 9

INVESTIGATING THE ROLES OF FORUMS IN SOCIAL MEDIA MARKETING

Dr. Srinivasan Palamalai

Associate Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.

Email Id-srinivasanp@presidencyuniversity.in

ABSTRACT:

The function and importance of forums in social media marketing are examined in this research study. The research looks at the numerous ways that forums can establish online communities, consumer involvement, and brand exposure. The study offers a thorough examination of the advantages and difficulties of using forums as a marketing tool. Additionally, it looks at how to use forums productively to accomplish marketing goals. The study's results might be a useful tool for advertisers looking to make the most of forums in their social media advertising strategies. For social media marketing, forums have numerous clear benefits. They promote a feeling of community among people with similar interests in the first place. Forums are the perfect setting for marketers to raise brand recognition and develop long-lasting connections with their audience since they foster a feeling of belonging. Additionally, forums promote information sharing by enabling users to ask questions, share knowledge, and address issues pertaining to certain goods or sectors. This offers a chance for businesses to establish themselves as reliable authority and provide their target market insightful information.

KEYWORDS:

Forums, Social Media Marketing, Brand Awareness, Customer Engagement, Online Community.

INTRODUCTION

The way companies connect with their clients and market their goods or services has been revolutionized by social media. Forums have become a lively and important part of social media marketing strategy among the many social media platforms that exist today. Online communities are offered via forums where users may participate in conversations, look for information, and exchange experiences pertaining to certain subjects or hobbies. These online environments have developed into effective marketing tools that let businesses communicate more personally and productively with their target market [1]–[3]. Additionally, forums provide users a place to create content, which may greatly improve a brand's trust and exposure. Brands may use the power of real user-generated content, which often has more sway and effect on prospective customers than conventional marketing messaging, by encouraging users to share their experiences, thoughts, and recommendations. Utilizing user-generated material in forums may increase brand support, create buzz, and bring in new clients via word-of-mouth advertising.

For marketers, it's crucial to approach forum marketing with prudence and a clear purpose. A productive and cheerful atmosphere, devoid of spam and false information, must be actively maintained on forums. Additionally, businesses must walk a tightrope between self-promotion and active engagement in order to make their participation in forum conversations worthwhile and beneficial to the community. Building trust and credibility with forum

members requires being authentic, offering insightful commentary, and adhering to the norms and culture of the community. Explores the advantages, difficulties, and tactics related to using forums as a marketing tool. It seeks to dig into the world of forums in social media marketing. This research will provide helpful insights and suggestions for marketers looking to maximize the potential of forums in their social media marketing endeavors by looking at effective forum marketing efforts, analyzing case studies, and assessing industry best practices. With a thorough grasp of the function that forums play in social media marketing, companies can make the most of this potent tool to increase their visibility, encourage consumer interaction, and build a devoted online community.

Forums are a contemporary take on community bulletin boards, and they are perhaps the oldest kind of social media. Discussion is the main objective of these websites. They will receive postings from users, and others will reply. Answer questions and provide helpful information to one of these forums to establish yourself as a valuable and recognized contributor. There are thousands of well-liked forums on the Internet, each focused on a certain subject or group of people, as opposed to other forms of social media, where there are just a few large sites. Engage the ones that are pertinent to your company, but take cautious since forum members often despise overt promotion[4]–[6].

History

In 1979, the University of North Carolina and Duke University collaborated to develop a distributed communication system known as Usenet. It was a specific kind of mailing list that let users upload articles that other users may comment on. Message threads were the name given to conversations on Usenet due to its linear post-and-response format. It is one of the first still-active social networks. Tim Berners-Lee really announced the advent of the World Wide Web on Usenet. Over the next couple decades, Usenet gave birth to most of what we now know as the Internet. Usenet is where a lot of the language we use today initially appeared, and there is a good case to be made that online spam originated there as well.

On websites known as forums, threaded conversations are common nowadays. In contrast to social networks, there are hundreds of moderately popular forums in the US rather than a single dominating site. Conceived as America's response to Japan's enormously famous anime discussion site, Rickrolling and LOLcats are two of the biggest and most well-known contemporary Internet phenomena. Since Usenet, forums have had exclusive groups with inside jokes and lingo, and new members referred to as newbies are often made fun of. Marketers should be aware of this and spend a lot of time learning about the unique laws and cultures of each community before joining. One of the first types of social media on the internet are forums, and each one has its own culture and set of rules. Many software features are included in the majority of forum systems. These characteristics are covered in this section.

Your forum profile serves as a portrait of who you are. Usually, you'll be able to create a brief biography about yourself and provide some basic personal data. Your avatar is the most significant component of profile setting. Make a careful choice since this picture will appear next to every post you make. If your account will serve as a personal representation of you, you should choose a respectable picture of yourself for your avatar possibly the same one you use on Twitter. If not, you should use a logo or complementary colors to make your avatar an extension of the brand you're promoting. But keep in mind that people, not businesses, should utilize profiles. In the field of social media marketing, forums have a long history and have developed along with the internet and online communities. Forums have their roots in the

early days of the internet, when bulletin board systems (BBS) were widely used by computer amateurs and enthusiasts.

BBS became popular in the late 1970s and early 1980s as a tool for people to communicate, swap messages, and share knowledge on certain subjects. Users could publish messages and take part in conversations on a variety of subject-specific message boards. A small group of users could use BBS, which were mostly text-based and often located inside a local area network. Forums witnessed substantial changes in the 1990s as the World Wide Web expanded. A more accessible and scalable venue for online debates was made possible by web-based forums, often known as message boards or discussion boards. These forums became an essential component of websites, allowing visitors from all over the globe to participate in discussions on a range of subjects.

Businesses started to realize the potential of forums as a marketing tool about this time. Brands understood that they could reach their target audience, form connections, and advertise their goods or services by actively engaging in relevant forums. Businesses have the chance to communicate directly with customers via forum marketing, answering their questions, providing assistance, and building brand trust. Early in the new millennium, specialized forums catering to certain professions, pastimes, or interests proliferated. These specialized forums attracted loyal user bases and developed into meeting places for professionals and enthusiasts to share information and experiences. Businesses saw the benefit of focusing on these specialized groups because they provided audiences who were very engaged and attentive.

Social media sites like Facebook and Twitter, which offered more streamlined and aesthetically pleasing communication routes, competed with forums as they gained popularity. However, because of their distinct advantages and characteristics, forums have continued to flourish. Forums provided a feeling of community by enabling users to interact with others who shared their interests and go further into certain subjects. The endurance of forum debates and the accessibility of archived talks further contributed to their ongoing allure.

Forums have recently changed to reflect the evolving nature of social media marketing. To improve user experience and promote higher involvement, several well-known forums have included social networking elements such as user profiles, sharing options, and alerts. In addition, businesses are now utilizing forums more strategically in their marketing campaigns, putting an emphasis on relationship-building, creating user-generated content, and using forums as a source of market research and client feedback. Forums are still a crucial component of social media marketing strategy today since they provide businesses a platform to communicate with their target market, encourage community involvement, and develop thought leadership.

Forums will probably continue to develop, according to user demands and preferences while preserving their distinctive value offer in the field of social media marketing, as technology develops and new communication channels are introduced.

DISCUSSION

Lurking

In order to contribute, you must first spend a lot of time reading postings and learning how the community functions. This is known as lurking. This is a smart move, and owners of websites and forum rules often advise it.

Posting

On a forum, you communicate by posting messages. A post is often a brief text-based piece of material, however you can upload and attach photos with certain forum software. The time and date a post was made, together with the poster's username, avatar, and sometimes a reputation value, will all be noted on it.

Threads

Posts on forums are arranged in chronological order from the oldest to the most current, and discussions are grouped into threads. The original post, often known as the OP, is the first post in the thread, followed by a series of replies. Forums are organised into categories, and on the page for each category, a list of threads is shown, with the most current threads with new entries at the top. Remain relevant to the OP while responding to a post. Thread hijacking, which is considered inappropriate, is the act of changing the subject or purpose of a thread. Before creating a new topic, spend some time lurking to get acquainted with the forum's guidelines and community. Additionally, make sure you avoid creating a new topic by searching the forum for threads with a similar subject. When uploading marketing-related information, use extra caution. Make sure the forum's rules permit this, but keep in mind that even if they do, the community may not like marketing material. Here, creativity will help you convey your message in an appealing manner[7], [8].

Moderators and Administrators

Moderators or administrators of a forum are its owners and other reliable members of the community. Their duties include preventing spam, upholding the forum's rules, ensuring that conversations stay on topic, and mediating member conflicts. You should be extremely friendly to moderators and administrators as a new community member, particularly if you're interested in marketing through forums, since you'll need their approval. Sending them presents or doing them a favor will make you friends, so do it.

Some forum software includes a feature called a signature, or sig for short. All of your postings have these brief text or picture messages attached to them. These may be quite helpful for you as a marketer, but you must understand the forum's guidelines on behavior while posting signatures. Some forums let banner advertisements or business links, while others do not. Be certain about what you consider to be appropriate and unacceptable. Don't make your signature too lengthy since it becomes frustrating for other users to have to browse through it because it will be seen on every post you make. In particular, if you're following best practices and your avatar is a photo of you, this might be a nice opportunity to introduce some of your company's brand if the forum permits photographs.

Reputation

As a gauge of a profile's standing on that forum, a value is often ascribed to it. Reputation is sometimes determined by the quantity of posts you have made on a forum, and other times it is determined by how well-liked your contributions are by other users. If reputation is supported by the forum, it will be shown on your posts next to your avatar. On some forums, users are given levels based on the reputation points they have earned.

Private Messaging

You can send private messages (PMs), which act much like emails, to other users of forums much as on social networks. Send him a private message (PM) introducing yourself and giving whatever assistance you can if you want to start building a connection with a key user

or mod. It bears reiterating that sending a lot of these is seen as spam, and that it's better to make your stuff accessible to the general public. When in doubt, use a thread rather than a PM to publish your messages.

Trolls and Flaming

A post that only serves to ignite heated exchanges is called a flame. When individuals are very enthusiastic about anything, such as an operating system, a sports team, politics, or religion, flame wars usually start after intense conversations. You'll begin to realize which subjects to avoid as you grow to know a community. A troll is someone whose only goal on a forum is to irritate users. The troll is a new or anonymous member who prefers to provoke conflict and push buttons. When he learns that you work for a certain firm, he will start making fun of your goods because he enjoys seeing you lose your cool. He eats passion and attention. Many forums have a "don't feed the trolls" rule; this is the only effective technique to deal with trolls. There is a distinction between a troll and a helpful member who offers constructive criticism of your company; learn to recognise it and respond to the latter's reasonable issues.

Engaging

Create an account on the forum if you've decided to work with it. You'll want to register your account as soon as you can, but wait before you start posting since reputation systems are often dependent in part on account age. Spend some time lurking to get to know the forum's culture and community before you even consider posting anything. Some forums ban users from posting links to their own websites while others forbid any forms of marketing or promotion. Read the guidelines and learn which members are reputable and reliable. Forums may be a minefield of unwritten rules and social taboos, and a marketer's reputation might be destroyed by one careless move. The lazy marketer may be tempted to use a number of "forum marketing" services, avoid doing this.

The great majority of these firms will create hundreds of accounts on as many different sites, only to post obvious adverts devoid of any value to you or the forums, which is an easy way to ruin your reputation if you outsource your forum marketing. You'll be able to decide whether and when an introduction post is appropriate after you've familiarized yourself with the site's structure. Showcase your special abilities and expertise that the community will benefit from, and pledge not to ever spam or overtly advertise your products. Make it known to other participants that you are accessible and that you value input. Your approach on a forum should be to provide value, respond to as many queries as you can, and be as supportive as you can.

Be constant in your forum marketing efforts, after determining a certain website is worthwhile, set aside some time each week or day to visit it and post often. Be careful not to hit and run. I questioned Brett Tabke, the creator of Webmaster World, one of the most popular online marketing groups, on the best way for marketers to use forums. Remember that you can only reach out to those who want to be reached, and that you may win the respect of the community by giving back to it rather than by marketing your brand. Additionally, he advised you to develop the habit of creating engaging threads rather than merely commenting to others' posts.

In spite of the website's marketing policies, you shouldn't spam any forums. Avoid making overt product pitches, and never publish the same message more than once on the same website. You should make every effort to avoid becoming involved in personal politics and divisive topics on forums. Never be caught disparaging your rivals or other community

members. Simply stop speaking with the folks if you don't like them. According to Brett, ignoring trolls and flame battles is the best course of action for members. Starting a forum is not something that should be done carelessly. Forum setup, design, and maintenance constitute significant time and energy commitments and need for certain technical know.

The forum will take an increasing amount of work to moderate and maintain as it starts to expand. In addition to the time it will take to create a forum, significant marketing effort is also required to draw in and keep a vibrant community. It will be much harder to succeed if there are already well-established forums in your field which is true for the majority of categories. Instead of attempting to create a new forum from scratch, it is advisable to establish yourself as a recognized member of current ones. An empty forum is not what you desire. If you're set on creating your own forum, make sure you've done your research. Discover existing forums in your industry by doing research (if you discover popular ones, go back and read my prior advice). Know exactly what your business can provide for a community that it cannot acquire from another source.

A vintage automobile restoration business may launch a forum with the intention of fostering thought leadership in the sector, responding to inquiries regarding members' individual projects, and connecting with vintage car lovers. Enables users to publish links to handbags for sale online so they may be verified as genuine or fraudulent. According to Brett, aspiring forum administrators should learn as much as they can about online communities and forums and research competing websites in their industry. He also emphasized that excellent communities take time to develop and that you shouldn't expect achievement immediately. There are several possibilities for software on which to base your forum, many of which are free source. You should leave these choices to the technically astute individual who will be creating and managing the forum if you are not a technical person. Before starting your forum, you should be seeking for developers and IT resources if you don't already have any[9], [10].

CONCLUSION

Forums are crucial to social media marketing because they provide a special platform for firms to interact with their target market and build online communities. Marketing professionals may increase brand recognition, foster trust, and produce useful user generated content using forums. However, it is essential for marketers to take a strategic approach to forum marketing and get beyond obstacles like moderating, upholding authenticity, and preventing spam. Brands may effectively utilize forums to boost their social media marketing efforts by putting into practice effective techniques like active involvement, offering insightful commentary, and developing a sincere relationship with forum members. Forums may be an effective tool for boosting brand awareness, consumer loyalty, and company success in the digital sphere with the appropriate strategy.

REFERENCES

- [1] N. Amoncar, "Entrepreneurial Marketing And Digital Political Communication – A Citizen-Led Perspective On The Role Of Social Media In Political Discourse," *J. Res. Mark. Entrep.*, 2020, Doi: 10.1108/Jrme-12-2018-0066.
- [2] K. A. Grossberg, "B2b Marketing Forum: Insightful Social Media And Crm Cases From Leading Firms," *Strateg. Leadersh.*, 2014, Doi: 10.1108/S1-01-2014-0007.
- [3] I. G. A. K. Warmayana, "Pemanfaatan Digital Marketing Dalam Promosi Pariwisata Pada Era Industri 4.0," *Pariwisata Budaya J. Ilm. Agama Dan Budaya*, 2018, Doi: 10.25078/Pba.V3i2.649.

- [4] G. I. Laluyan, I. Wibowo, And A. Setiorini, "Implementasi Digital Marketing Terhadap Keputusan Pembelian Konsumen Jd.Id Jakarta," *J. Manaj. Bisnis Krisnadwipayana*, 2019, Doi: 10.35137/Jmbk.V7i3.349.
- [5] A. Whiting And A. Deshpande, "Towards Greater Understanding Of Social Media Marketing: A Review," *J. Appl. Bus. Econ.*, 2016.
- [6] R. V. Kozinets, K. De Valck, A. C. Wojnicki, And S. J. S. Wilner, "Networked Narratives: Understanding Word-Of-Mouth Marketing In Online Communities," *J. Mark.*, 2010, Doi: 10.1509/Jmkg.74.2.71.
- [7] R. Dolan, J. Conduit, J. Fahy, And S. Goodman, "Social Media Engagement Behaviour: A Uses And Gratifications Perspective," *J. Strateg. Mark.*, 2016, Doi: 10.1080/0965254x.2015.1095222.
- [8] M. Jasmin, F. Ulum, And M. Fadly, "Analisis Sistem Informasi Pemasaran Pada Komunitas Barbershops Menggunakan Framework Cobit 5 Domain Deliver Service And Support (Dss) (Studi Kasus: Kec, Tanjung Bintang)," *J. Teknol. Dan Sist. Inf.*, 2021.
- [9] A. Pandey, R. Sahu, And M. K. Dash, "Social Media Marketing Impact On The Purchase Intention Of Millennials," *Int. J. Bus. Inf. Syst.*, 2018, Doi: 10.1504/Ijbis.2018.091861.
- [10] W. S. M. Basri And M. R. A. Siam, "Social Media And Corporate Communication Antecedents Of Sme Sustainability Performance," *J. Econ. Adm. Sci.*, 2019, Doi: 10.1108/Jeas-01-2018-0011.

CHAPTER 10

INTRODUCTION OF VIRTUAL WORLD IN RELATION TO SOCIAL MEDIA MARKETING

Dr. Ranganathan Kumar

Associate Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.

Email Id-drsenthilkumar@presidencyuniversity.in

ABSTRACT:

Virtual worlds' development and potential in relation to social media marketing. Virtual worlds immersive digital settings that mimic real-world experiences have gained popularity as an innovative channel for companies to interact with their target market. The advantages and disadvantages of incorporating virtual worlds into social media marketing techniques are discussed in this essay. This research intends to provide helpful insights for marketers looking to leverage the potential of virtual worlds to improve brand recognition, consumer engagement, and experiential marketing by looking at successful case studies and industry trends. Virtual reality simulations and text-based adventure games are two early examples of virtual worlds. Virtual worlds have been a concept since the early days of computer technology. However, more recent advancements in networking, graphics, and computing power have ushered in a new era of accessibility and realism for virtual worlds. Thanks to the growing popularity of virtual reality (VR) and augmented reality (AR) devices, users may now fully immerse themselves in interactive, three-dimensional virtual worlds.

KEYWORDS:

Virtual World, Social Media Marketing, Immersive Experience, Brand Engagement, Experiential Marketing.

INTRODUCTION

Social media marketing is always evolving, enabling companies to interact with their target audiences in fresh ways as new platforms and technologies are adopted. One such uncharted territory is the use of virtual worlds into social media marketing strategies. Virtual worlds provide users interactive, dynamic experiences that seem and feel like real-world interactions. They are sometimes referred to as immersive digital environments or metaverses. These virtual worlds have gained ground as a powerful tool for businesses to engage with their clients more intimately and personally[1]–[3].The integration of virtual worlds into social media marketing offers businesses a broad variety of alternatives. Thanks to these virtual environments, businesses can provide unique and memorable experiences that go beyond traditional marketing methods. By using the interactive nature of virtual worlds, brands can include their audience in immersive storytelling, product presentations, and virtual events. In virtual worlds, users may explore, interact with, and collaborate with others, creating a sense of community and enhancing brand engagement.

Businesses may promote their products and services in an interesting and engaging way by using virtual worlds as a rich canvas for experiential marketing. Users may virtually test drive cars, put clothes on, and explore real estate properties. Customers' emotional connections to the brand are strengthened and their purchasing behavior is influenced by this experiential marketing technique by providing them with a more customized and useful encounter. Integration of virtual worlds into social media marketing is not without challenges,

however. Technical issues, such as the need for proper devices and reliable internet connections, may place restrictions on certain users' accessibility. Since marketers must develop immersive, engaging experiences that complement their marketing objectives, creating content for virtual worlds requires a certain skill set and understanding of the medium. Additionally, owing to the rapid advancement of virtual world technologies, marketers must continually adapt and learn.

Despite these challenges, virtual worlds offer a lot of potential for social media marketing. As technology advances, it is projected that virtual worlds will become easier to use, more realistic, and easier to integrate with social media. Brands that include virtual worlds into their marketing plan stand to benefit from increased brand visibility, greater customer connections, and the ability to create memorable and shareable experiences. This research project will look at successful case studies, industry trends, and best practises to better understand how virtual worlds may be leveraged for social media marketing. Recognising the potential and challenges of virtual worlds, marketers can utilise this cutting-edge platform to stay at the forefront of social media marketing and provide unique and immersive experiences to their target audience.

Just as science fiction has long predicted, massive virtual worlds centred on games and social interaction have begun to take form. Many of the more popular worlds in games like World of Warcraft have quite limited social marketing capabilities. Technical expertise is required for Second Life building, which will presumably increase for new users. Numerous companies and individuals may assist you if you decide that having a presence in the virtual world would be beneficial to your company.

History

Neal Stephenson's cyberpunk novel *Snow Crash* (Bantam Spectra), released in 1992, had a similar impact on web technology to how the Beatles had on rock music. Google Earth, computer avatars, and my own interest in social and viral marketing were all inspired by various concepts from the classic Stephenson novel. The element of the book that garnered the most interest was The Metaverse, a virtual reality depiction of what the Internet may be. Apparently, wealthy, well-known, and intelligent clients checked in using 3D goggles and socialised at exclusive clubs[4]–[6].

The Metaverse, which was centred on a single road around an uninteresting planet, was constrained to a rigid set of physical principles derived from reality. There was no teleportation; the only ways to get about were by foot, car, or bus. For instance, you were limited to your actual height. Numerous multiplayer games have emerged after the debut of *Snow Crash*, but they all take place in fully imagined virtual settings that the game's developer controls, with players playing out scenarios much as they would in an interactive film. The Metaverse is a set of software interfaces that anyone may use to build their own worlds on top of. A virtual environment called Second Life was released in 2003. According to its founder Philip Rosedale, it was the actual Metaverse where users could engage in social interaction, trade virtual goods, and do research. Only that you can fly and teleport, and the terrain is far more detailed, distinguishes this version from the book. Since Second Life is user-created and socially driven, there are a lot more marketing alternatives than there are in game-based environments like Warcraft or Sims Online.

Second Life

The business Linden Lab, whose chairman of the board is Philip Rosedale, the company's initial visionary, is in charge of Second Life, the primary virtual environment of the moment.

Users' demographics are comparable to those of ordinary internet users, and Second Life "residents" check in and spend dramatically varying amounts of time "in world." According to John Lester, operations director of Linden Lab's Boston offices, the most important thing for a marketer who is new to Second Life to realise is that it is not the Web but rather a unique medium accessible via the Web. You must spend some time in-world if you want to comprehend the platform and the community. John encouraged you to not worry if you are unsure of how users would be using the platform since even Linden Lab is unsure. Dell built a massive computer that users can go around, either by themselves or in groups, and share their experiences as they go. Companies like IBM have built internal tools in Second Life to let their geographically dispersed staff get together and interact[7], [8].

Linden Dollars

In Second Life, money is exchanged using Linden dollars (L\$). They are offered for sale by Linden Lab at a rate of around L\$265 per US dollar, and they may also be converted back into conventional currency by Linden Lab and outside brokers. In-world, buildings may be bought for tens of dollars, while cars can be bought for a few dollars.

Avatar

Your avatar, a 3D figure made up of a skin, body form, and clothing, is the physical depiction of you in Second Life. The basic tools in Second Life let you change how you seem, but for the greatest results, you should consider purchasing one of the professionally made sets, which are readily accessible and provide many customization choices, from zombies to spacemen to regular, ordinary folks.

Real Estate

Through the analogy of land, Linden Lab sells processing power on its servers; moreover, there is a thriving real estate market run by residents. Real-world income from purchasing and selling Second Life real estate has exceeded one million dollars for at least one inhabitant, demonstrating that it is a significant industry. Land comes in two varieties: estate land and mainland land. While estate land is cut off from the rest of the world and may be generated anytime someone purchases it, mainland is only created at the discretion of Linden Lab. Depending on the size and kind of the property, purchase costs might surpass several thousand dollars. Landowners are also assessed monthly fees, which range from \$5 to \$295. A corporation could purchase some property and construct an office or tourist center as a popular marketing strategy. These may be costly to build up and maintain and soon devolve into empty ghost towns if they aren't social and engaging, encouraging user engagement.

DISCUSSION

Groups

The ability to establish organisations that may own land and possessions is a feature of Second Life. Members of the group may chat with one another and organise virtual gatherings. For a group to be active, there must be at least two members. Since each user is allowed to belong to up to 25 groups, seasoned residents will only join groups that provide them a lot of value. The title you choose is shown above the user's avatar name when she joins your group and designates it as her current "active" group. Users will "wear" your title more often if it is clever and catchy, which will increase your visibility to the globe. There are many technologies that provide group communication without the need for a user group slot, enabling you to broadcast messages to your subscribers or communicate in-world

objects, images, or landmarks. Users, particularly power users with no open group slots, like these subscription services.

Teleporting

Since point-to-point teleportation is the primary mode of transportation in-world, advertising on banners and billboards is completely worthless in terms of the analogy of the roadside billboard in the real world. Your competition is never more than a few clicks away, so if someone is bored there, he can suddenly be somewhere else. By offering landmarks, which function similarly to web bookmarks and make it simple for users to return to your site, you make it easier for visitors to reach your website. The viewer client allows users to create landmarks, but if you offer the landmarks yourself, you can keep track of how many you've given away and determine how engaged your users are by noting how many may want to return.

Search

The built-in search feature is one of the main ways Second Life users locate people, locations, organisations, and services in-world. Results are ordered according to traffic volume and relevancy to the entered search query. Simply simply, a location will show higher in the search results the more often it is visited. Writing a strong package description that includes well selected, site-relevant keywords is the simplest technique to aid in your online visibility. Relationship versus Volume When you compare a Second Life presence with a website, you need to understand that while you won't be getting millions of eyeballs with Second Life, the people who do interact with you in-world will be much more engaged. This is perhaps the most important thing John said during our conversation. In contrast to a trip to your island or virtual shop, who may spend an hour or more, a visitor to your website may only engage with your business for a few minutes.

Analysis of Social Media Marketing in the Virtual World

In recent years, virtual worlds have grown significantly in popularity and have become a distinctive platform for social media marketing. These digital spaces, which are often accessible via augmented reality (AR) or virtual reality (VR) technology, provide immersive experiences and interactive areas that may be used by marketers to connect with their target audience in novel ways. A study of how the virtual world has affected social media marketing is provided below:

1. **Enhanced Engagement:** Virtual worlds provide consumers a more immersive and engaging experience. This feature may be used by brands to develop engaging and memorable marketing campaigns. Marketers may capture their audience and strengthen relationships with their brand by enabling consumers to explore virtual locations, interact with virtual products, and participate in virtual events.
2. **Authentic Brand Experiences:** Brands may design one-of-a-kind, genuine experiences in virtual worlds that represent their ideals and products. Marketers may create virtual worlds that complement their brand identity and enable people to engage with digital versions of their goods, services, or branded content. This strategy promotes good brand associations, brand loyalty, and a stronger emotional connection with the audience.
3. **Conducting Virtual Events and Product Launches:** Virtual worlds provide a fantastic setting for conducting virtual events and product launches. Brands may host online conferences, trade exhibitions, or product launches to reach a worldwide audience without being constrained by physical locations. These online gatherings provide

exceptional chances for lead generating, networking, and interactively exhibiting goods and services.

4. **Personalization and Customization:** Virtual worlds provide experiences that are both personalised and tailored to the user. Marketing professionals may modify avatars and virtual worlds to reflect specific user preferences, giving consumers a feeling of connection and ownership. To increase engagement and conversion rates, this customisation power may be used to give personalised suggestions, tailored marketing messages, and product demos.
5. **Social Sharing and Virility:** The incorporation of social media into virtual worlds makes it simple to share material and experiences. On social media sites, users may upload pictures, videos, or live broadcasts of their virtual interactions, creating user-generated content and organic word-of-mouth advertising. This social sharing feature has the power to greatly increase a brand's reach, sparking a viral effect and drawing new users to the related brand and the virtual world.
6. **Data and analytics:** Virtual worlds provide marketing professionals insightful data and analytics. Within the virtual world, they may monitor user behavior, engagement metrics, and conversion rates to acquire useful insights about customer preferences, interests, and interactions. With the use of this information, companies can continually enhance their virtual experiences and overall marketing efficacy. It can also be used to influence future content production, product development, and marketing tactics.
7. **Limitations and Challenges:** Virtual worlds have fascinating prospects for social media marketing, but they also have limitations. Costs associated with creating and maintaining virtual environments may be high, and technological know-how is needed to guarantee a consistent user experience across a range of platforms and devices. A large audience may still be difficult to reach owing to the need for specialized VR/AR technology or fast internet connections.

Virtual worlds have created fresh opportunities for social media marketing by providing consumers with immersive, interactive, and very engaging experiences. Brands can provide realistic experiences, conduct virtual events, customize interactions, promote social sharing, and collect useful data by using virtual environments. The advantages of introducing virtual worlds into social media marketing plans are substantial, offering uncommon opportunity to engage with customers in a dynamic and memorable manner, despite the limitations.

Effects

Virtual worlds may be integrated into social media marketing in a variety of ways, which can help companies in a number of ways. Some of the main consequences are as follows:

1. **Increased Brand Awareness:** Brands may exhibit their goods, services, and experiences in unique and engaging ways in virtual environments. Brands may provide aesthetically attractive and engaging content that grabs consumers' attention and improves brand exposure by using virtual worlds. The target audience may become more familiar with and aware of the brand as a result of this increased exposure.
2. **Increased User involvement:** When compared to conventional marketing strategies, virtual worlds have a high degree of user involvement. Users are able to actively explore virtual environments, engage with virtual items, and take part in virtual activities or events. Longer and more meaningful encounters with the brand may come from this increased engagement, creating a stronger bond and raising conversion and customer loyalty rates.

3. **Better consumer Experience:** Brands may use virtual worlds to provide distinctive and individualized consumer experiences. Users have the option of personalizing their virtual personas, interacting with virtual goods, and taking part in sponsored virtual events. This degree of customization and interaction improves the user experience overall, may make a lasting impact on users, and can promote brand loyalty and consumer satisfaction.
4. **Increased Reach and Accessibility:** Although virtual worlds originally would need specialized VR/AR gear or fast internet connections, they are gradually opening up to more people. A bigger audience may access virtual worlds as technology develops and becomes more accessible, broadening the audience for a business. Virtual worlds also eliminate geographical boundaries, allowing businesses to interact with customers anywhere in the globe without being constrained by real places.
5. **User-Generated material and Word-of-Mouth Marketing:** Virtual worlds provide users the chance to post their stories and other material to social networking sites. User-generated content (UGC) may be created by users in the virtual world and shared with their networks by taking screenshots, recording videos, or streaming their activities. Consumers are highly influenced by user-generated content (UGC) and word-of-mouth advertising because they see these types of material as being more genuine and reliable, possibly expanding the reach and credibility of a business.

By integrating virtual worlds into social media marketing, firms may demonstrate their creative and progressive methods. Brands may stand out from rivals and establish themselves as industry leaders by using cutting-edge technology and developing immersive experiences. In the cluttered social media world, this divergence may draw attention, create conversation, and make companies stand out. Increased brand visibility, higher user engagement, better customer experiences, a wider audience reach, word-of-mouth marketing, data-driven insights, and chances for innovation and distinction are just a few of the benefits of virtual worlds in social media marketing. Utilizing virtual worlds enables businesses to take use of the special features of immersive technology and provide memorable experiences for their target market[9]–[11].

Tips

1. With the help of virtual worlds, you may immerse your audience in your content.
2. Before you begin advertising, invest a lot of time in-world to learn about the culture.
3. It might be difficult to support marketing activities in Second Life; locate a knowledgeable local to assist you.
4. Always, always, always customize. Make sure your avatar, land, and possessions all represent your brand.
5. Use existing in-world successes to your advantage, like IBM did with Ballet Pixelle.

CONCLUSION

A huge paradigm changes in how companies interact with their audience has been brought about by the incorporation of virtual worlds into social media marketing. Virtual worlds provide unique chances for immersive encounters that encourage more intense involvement and participation. By using virtual worlds, businesses can provide unique and significant customer experiences that increase brand recognition and loyalty. Adopting virtual worlds in social media marketing presents a number of technical needs, content generation, and user experience assurance problems. To effectively use the potential of virtual worlds as a marketing tool, marketers must carefully plan and customize their strategy. Virtual worlds provide insightful analytics and data that may give marketers a better understanding of user

behavior, preferences, and engagement trends. Brands may learn about customer interests, buying patterns, and content choices by monitoring user interactions in the virtual world. By using these data to guide future content production, product development, and marketing initiatives, companies may maximize their use of social media.

REFERENCES

- [1] H. Hartmann, M. Bahn, M. Carbone, and A. D. Richardson, "Plant carbon allocation in a changing world – challenges and progress: introduction to a Virtual Issue on carbon allocation: Introduction to a virtual issue on carbon allocation," *New Phytologist*. 2020. doi: 10.1111/nph.16757.
- [2] L.-M. M. Kerschbaumer, "Anthropology of virtual worlds: history, current debates and future possibilities," *Grafo Work. Pap.*, 2016, doi: 10.5565/rev/grafowp.21.
- [3] G. Carey and A. Wellstead, "Introduction: The Virtual World of the Public Servant," in *The Palgrave Handbook of the Public Servant*, 2021. doi: 10.1007/978-3-030-03008-7_109-1.
- [4] D. R. Moscato and S. Altschuller, "Realising the potential of virtual world-based simulations in higher education: A visual perspective," *Int. J. Technol. Policy Manag.*, 2019, doi: 10.1504/IJTPM.2019.100606.
- [5] C. M. Iversen and M. L. McCormack, "Filling gaps in our understanding of belowground plant traits across the world: an introduction to a Virtual Issue," *New Phytologist*. 2021. doi: 10.1111/nph.17326.
- [6] I. Boughzala, G. J. de Vreede, and M. Limayem, "Team collaboration in virtual worlds: Introduction to the special issue," *J. Assoc. Inf. Syst.*, 2012, doi: 10.17705/1jais.00314.
- [7] L. Tabatabaie, "Introduction to Laws Relevant to Virtual Worlds in Higher Education," *Learn. Virtual Worlds Res.*, 2016.
- [8] J. Martin, "Virtual Worlds and Social Work Education," *Aust. Soc. Work*, 2017, doi: 10.1080/0312407X.2016.1238953.
- [9] C. Girvan, "What is a virtual world? Definition and classification," *Educ. Technol. Res. Dev.*, 2018, doi: 10.1007/s11423-018-9577-y.
- [10] Y. B. Kafai, "World of whyville: An introduction to tween virtual life," *Games and Culture*. 2010. doi: 10.1177/1555412009351264.
- [11] E. Gordon, "The geography of virtual worlds: An introduction," *Space and Culture*. 2008. doi: 10.1177/1206331208319742.

CHAPTER 11

PLAN, EXECUTE AND PRACTICE IN SOCIAL MEDIA MARKETING

Dr. Muralidhar Sunil

Assistant Professor, Master in Business Administration (General Management),
Presidency University, Bangalore, India.

Email Id-sunilrashinkar@presidencyuniversity.in

ABSTRACT:

The significance of strategy preparation, execution, and practice for social media marketing. Businesses now rely heavily on social media to interact with their target market and advertise their goods and services. However, excellent execution, cautious preparation, and ongoing practice are necessary for social media marketing success. The importance of research, content development, analytics, and continuous improvement are highlighted while discussing critical techniques and best practices for each step. Businesses may improve their social media presence and maximize their marketing efforts by comprehending and putting these concepts into practice. A sound strategy is the first step in the social media marketing procedure. Planning is carrying out in-depth research to understand the target audience, their tastes, and the market environment. Setting specific goals and objectives in line with the company's overall marketing plan is another need. Businesses may develop a plan for their social media marketing initiatives by establishing key performance metrics and figuring out the intended results.

KEYWORDS:

Social Media Marketing, Planning, Execution, Practice, Strategy, Research, Content Creation, Analytics.

INTRODUCTION

Social media has completely changed how companies interact with their target market in the current digital era. Platforms like Facebook, Instagram, Twitter, and LinkedIn, which have billions of active users worldwide, provide previously unheard-of chances for businesses to market their goods or services, interact with consumers, and establish a significant online presence. However, setting up an account and making sporadic updates is insufficient to achieve success in social media marketing. It requires a methodical strategy that includes cautious preparation, efficient implementation, and ongoing practice [1].

The execution phase begins after the plan is established. The real execution of the social media strategy is done at this stage. Businesses must provide interesting and useful content that appeals to their target market. The material should be adapted to the preferences of the platform and the audience's interests, whether it takes the shape of educational blog articles, arresting photographs, amusing movies, or interactive polls. In order to achieve the greatest possible reach and interaction, companies must also optimise their content for each social media site. Social media marketing, however, requires ongoing work. To get the desired outcomes, persistent practise and ongoing progress are necessary. Monitoring campaign performance, data analysis, and insight collecting are all part of social media marketing practise.

Businesses may analyse engagement data, evaluate the success of their content, and pinpoint areas for development by using analytics tools. This data-driven strategy enables decision-

making that is supported by data, enabling companies to hone their plans and maximise their social media presence.

We will go into more detail on the value of preparation, execution, and practise in social media marketing. We will examine the most effective approaches and essential methods at each stage, with special emphasis on the value of analysis, research, and content development. Businesses may strengthen their social media presence, build meaningful relationships with their audience, and accomplish their marketing goals in the always changing social media landscape by adopting a methodical strategy that includes these components. Tactics and strategy go hand in hand. Without extensive, personal knowledge of the tactics you'll use, you can't build a plan, and without a strategy to direct them, tactics are useless. You were introduced to eight distinct social media tool categories and how to use each one for marketing.

It's time to start considering them as components of your overall marketing strategy. You will have some knowledge about your "brand" and positioning in your market if you have been engaging in various forms of marketing for your company. Your social media approach should align with this goal and your existing brand. However, don't allow historical precedent constrain the novel concepts you're ready to test out or the risks you're prepared to take. Applying the same methods from the offline broadcast world to the social Web is one of the greatest blunders a rookie social media marketer will make. Listen before you speak in a social media discussion. Linger in every medium you want to use to obtain a feel of the norms and traditions as well as who the prominent individuals are, just like you would when joining a new forum.

DISCUSSION

Monitoring

No matter whether you run a small local company or a global brand, there's a strong probability that people are already talking about you online. However, you must begin listening before you can participate in such talks. If you don't know what is being said, where it is being spoken, or who is saying it, you can't answer. Monitoring social media is a continuous activity, so using several tools will ensure that nothing slips through the cracks. After all, the correct (or wrong) article might pop up at any time and expose your cover. You don't want to be taken by surprise. Your name, company name, and product names may all be searched for using the tools you should use first. You should then subscribe to the search results using RSS. Create an account with these feeds on Google Reader (or your preferred feed reader) and check the account once or twice each day. For each term you want to track, repeat this process once. I suggest using your name, the names of your products, your name, and the names of your important workers[2], [3].

1. Technorati Search
2. IceRocket Blog Search
3. Google News Search
4. Twitter Search
5. Google Video Search
6. Digg Search
7. BoardReader.com Search
8. BoardTracker.com Search
9. SocialMention.com Search
10. Reddit Search
11. BackType Blog Comment Search

Although the sources in the list above are a fantastic place to start, there are a few significant websites that don't provide keyword search feeds. Visit these websites often, possibly once each week, and do manual searches:

1. Delicious
2. StumbleUpon
3. LinkedIn Answers

Google Alerts is a free service that notifies you through email each time a new result for a set of keywords emerges in the search results. Create alerts for the names you're tracking so you may be alerted to anything additional that slips past the remainder of your searches. Remember to keep an eye on the keywords used by your rivals, industry, and specialty. By doing this, you may find out what issues your prospective customers have with current goods, what features they would like to see added, and what they like most about your competition, giving you the advantage over them and better preparing you to fend against issues in the future. Consider using social media as a focus group. When I chatted with Scout Labs CEO Jennifer Zeszut, she defined monitoring strategy as a hierarchy of demands, with market intelligence towards the top and crisis management near the bottom.

Paid Monitoring

Tools If your brand is well-known and often mentioned, you have a variety of paid possibilities. These methods may be used to allocate reacting responsibilities within your firm as well as to distinguish between good and bad buzz. If people speak about your business a lot, paid solutions may make your life much simpler since the free versions can be overwhelming and provide no organization.

Responding

When you discover a discussion that is being had about you or your brands, you must determine whether to participate and what to say if you do. Speed is key, so go to work on your answer as soon as you can. By all means, let your customer support personnel address it if a critical remark or discussion falls within their purview. Consider if your public reaction will bring the issue more attention than it would have received organically if the issue is more of a public relations or brand crisis occurrence. If in doubt, err on the side of speaking, but at the very least consider whether you want to bring attention to the dialogue with your answer. When a possible social media crisis starts to develop, maintain composure and adhere to the guidelines I outlined for handling critical reviews on review sites. Getting upset or defensive won't advance your cause; rather, it will make things worse. Fix the issue that caused the complaint as much as you can, and explain what you'll do to make sure it doesn't happen again. Responses to unfavourable comments should be made in the same format as the original input.

Research You should learn more about your audience after you've begun keeping an eye on what people are saying about you and your company. You're interested in finding out more about them, their online habits, and how they utilise the Internet. You undoubtedly know a few individuals who are in your target market, and if not, you surely know someone who is. Ask them (or yourself) what their favourite websites and blogs are to get started. As a starting point, compile a list of these websites. Let's say your goal is to connect with older, wealthier women. Visit Quantcast and check the statistics for the websites on your first list, including Kirtsy, Sugarloving, BlogHer, and StumbleUpon. You'll discover that Kirtsy suits your target audience the best among these websites.

Campaigns versus Ongoing Strategy

Campaigns and ongoing strategy make up the two main categories of social media marketing effort. Your ongoing approach consists of the activities you already engage in on a regular basis, such as blogging, tweeting, participating in forums, etc. You should be taking action like this before your monitoring approach detects a situation that is about to explode. Your brand and reputation are built via your continuing efforts. You may start launching campaigns after you've developed a solid social media engagement foundation, including a reliable blog, Twitter account, and reputation across a number of social networks and websites. These must be consistent with your overall plan, have clear objectives, and adhere to strict deadlines. Campaigns specifically designed to promote viral videos, competitions, and product debuts should all be run. Campaigns do well when they are based on seasonal and relevant events. Campaigns are the kind of social media initiatives that cause significant but transient increases in traffic[4]–[6].

One of the core principles of online 2.0 is that online apps should be able to exchange data and work well with one another. It makes sense to ask folks who connect with you on Twitter to join your page on Facebook because almost every component of your social media marketing campaign may combine with at least one other component and users of one form of social media are likely to also use another type. Here are a few instances:

1. You may link your Facebook profile to your Twitter account to import tweets.
2. SlideShare-uploaded presentations and recent blog articles from your blog may both be found on your LinkedIn profile.
3. You may use plug-ins to have your new blog entries automatically tweet.
4. Your blog needs buttons to make it simple for readers to submit comments and vote on social news and bookmarking websites.
5. You may embed your YouTube videos on your blog and Facebook page.
6. Your blog, Facebook, and Twitter accounts, as well as any other place on the Internet, may connect to your Second Life office.
7. Your blog may automatically upload links that you've saved on Delicious every day.
8. To make it simple for users to tweet about your material, your site should include TweetMeme buttons.

Calls to Action

A call to action (CTA) is a request you make of website visitors to do an action that advances your company goals and, ideally, theirs as well. Stickiness or conversion are the two common objectives of CTAs. In contrast to conversion-based CTAs, which direct users into your sales funnel, sticky CTAs convert transient waves of traffic into repeat visitors. Most communities will tolerate the former, but the latter should be handled more cautiously to prevent coming across as hucksterism[7]–[9].

Enduring CTAs

A video going viral or a blog post on the main page of Digg might result in thousands of visits for a short period of time during social media marketing. You want these visitors to remain around, interact with your material, and aid in spreading the word about the upcoming home run. You have a simple choice if your material is housed on your blog, as most of it should be: feed and email subscriptions. When creating material, think about inserting calls to action such, "If you liked this post, subscribe to our blog for more." Another option is to just make unique material available to members, like an eBook. You may also invite your viewers to connect with you on social media platforms with networking features. Encourage your

audience to subscribe to your YouTube channel, follow you on Twitter, and friend your page on Facebook. Remember to cross-promote. Tweet a link to your YouTube account and a subscription request. Sticky CTAs are Call-to-Action components that are still visible or reachable to users while they scroll across social media platforms or interact with content. They are used in social media marketing. These CTAs "stick" to the user's screen to maintain continual exposure and boost user engagement and conversion rates. Sticky CTAs are especially good at grabbing users' attention, getting them to take action, and boosting the effectiveness of social media marketing efforts as a whole. Here are some illustrations and tips for using sticky CTAs:

1. Small buttons that float on the screen while users navigate through social media feeds are known as floating buttons. They often have a permanent location, enabling viewers to take action from wherever on the page. Users may be encouraged to visit a website, join up for a newsletter, or start a message on a chat platform using floating buttons.
2. Persistent Headers or Footers: On certain social media applications or platforms, companies may choose to add persistent headers or footers that are visible even as consumers scroll through the content. These sections may include CTAs like as "Learn More," "Shop Now," or "Contact Us," making sure that consumers always have a simple method to get in touch with the company or find certain landing pages.
3. Interactive narrative CTAs: Businesses may use interactive CTAs that are available throughout the narrative on platforms like Instagram and Facebook Stories. Swipe-up links, poll stickers, question stickers, and quiz stickers are a few examples of CTAs that let users interact with the content and complete desired activities without being interrupted.
4. Pinning CTAs in Comments: Companies may pin a CTA comment to the top of social media articles that spark lively debates in the comments area. This increases the likelihood of conversion by making sure the CTA is always accessible to users who are reading or engaging in the discussion.
5. Persistent Sidebars: On certain platforms, companies may deploy persistent sidebars, which stay visible even as customers move through their content stream. These sidebars may include CTAs such as "Subscribe," "Book Now," or "Download App," giving users simple access to conversion chances and continual exposure.

CTAs for conversion

The goal of conversion-based CTAs is to convert site visitors into paying customers. Depending on your company strategy, there are two different conversion-based CTAs: leads and purchases. Business-to-business transactions and purchases of very expensive goods like automobiles or homes begin as leads. When a visitor submits a form on your website indicating that she is a prospective client, she becomes a lead. E-commerce websites without leads include Amazon and others. Instead, visitors convert to consumers by making direct product purchases. The majority of lead-based companies have (or ought to have) a straightforward CTA in the form of a Contact Us page that potential customers may utilise. Asking a visitor for his information in exchange for some kind of material is often more successful. To download materials like eBooks and video webinars, you may ask the reader to complete a brief form. You can build your CTAs around them. Since this CTA is more overtly commercial than sticky CTAs, it should be utilised with caution. Offer a visitor who has come to a blog article on a certain form of legal assistance an eBook on that subject, but don't force it down her throat[10].

1. Conversion CTAs, or Call-to-activities, are essential to social media marketing because they nudge users to perform activities that are in line with the goals of the company. These CTAs are intended to encourage conversions like buying something, subscribing to a newsletter, downloading a resource, or completing a form. By directing users towards desired activities, efficient conversion CTAs may dramatically increase the effectiveness of social media marketing initiatives. Here are a few examples of conversion call-to-actions (CTAs) used often in social media marketing:
2. Shop Now or Buy Now: This CTA is often used by e-commerce companies to entice customers to buy a product or service straight from a social media post or advertisement. Users are directed to the product page or online shop and a feeling of urgency is created.
3. Sign Up or Join Now: This CTA is used to encourage visitors to register for newsletters, membership schemes, webinars, or premium content. Users are encouraged to offer contact information, extending the company's reach and allowing for more communication.
4. Learn More or Read More: This CTA invites consumers to investigate further details about a product, service, or deal. It may direct visitors to blog entries, landing pages, or specific webpages on the website that provide more information and insights.
5. Download Now or Get Your Free Guide: With this CTA, consumers are encouraged to download tools like e-books, whitepapers, templates, or guidelines. In return for the user's contact information, it provides quality material, nurturing leads and establishing the authority of the brand.
6. Request a Demo or Schedule a Consultation: This CTA works well for companies that provide software or services. It invites prospective customers to arrange a demonstration or consultation, allowing for a more customised experience and maybe resulting in a sale.
7. Contact Us or Get in Touch: This CTA encourages customers to get in touch with the company if they have any questions, concerns, or specific needs. It may be utilised for a variety of things, such customer service, sales questions, or joint venture prospects.
8. Share or Tag a Friend: By encouraging users to share material or tag friends, these CTAs expand the company's message's audience and stimulate natural involvement. They are especially helpful for campaigns promoting freebies, competitions, or user-generated content.

It's crucial to make sure conversion CTAs are obvious, appealing, and prominently displayed when using them in social media marketing. They must to be in line with the overarching marketing objectives and address the requirements and motives of the intended market. Additionally, A/B testing various CTAs may assist in determining which ones are most efficient for generating conversions and enhancing campaign effectiveness[11].

CONCLUSION

Utilizing social media as a marketing tool effectively requires a thorough strategy that includes preparation, implementation, and ongoing practice. Planning entails doing extensive study to comprehend the target market, rivals, and market trends. It also involves creating a content strategy, identifying key performance metrics, and setting defined objectives. Execution includes producing interesting and relevant material, optimizing it for multiple social media sites, and using a variety of strategies to successfully reach the target audience. Since social media marketing requires analyzing data, tracking performance, and making modifications based on new information, practice is crucial for success. Businesses may

improve their online presence, raise brand awareness, and accomplish their marketing goals by using these three social media marketing pillars.

REFERENCES

- [1] T. Funk, *Advanced social media marketing: How to lead, launch, and manage a successful social media program*. 2013. doi: 10.1007/978-1-4302-4408-0.
- [2] A. Charlesworth, *Internet marketing: A practical Approach*. 2011. doi: 10.4324/9780080942926.
- [3] Clarke L. Caywood, "The handbook of strategic public relations & integrated communications," *Choice Rev. Online*, 1997, doi: 10.5860/choice.35-1618.
- [4] K. E. S. Hamre, J. S. Hodges, G. Ayodo, and C. C. John, "Lack of consistent malaria incidence hotspots in a highland kenyan area during a 10-year period of very low and unstable transmission," *Am. J. Trop. Med. Hyg.*, 2020, doi: 10.4269/ajtmh.19-0821.
- [5] G. C. Hunter *et al.*, "A field trial of alternative targeted screening strategies for chagas disease in Arequipa, Peru," *PLoS Negl. Trop. Dis.*, 2012, doi: 10.1371/journal.pntd.0001468.
- [6] M. Müller-Steinhardt, C. Weidmann, and H. Klüter, "Changes in the Whole Blood Donor Population in South-West Germany: 2010 versus 2016," *Transfus. Med. Hemotherapy*, 2017, doi: 10.1159/000479192.
- [7] C. Wong, K. Ballegooyen, L. Ignace, M. J. Johnson, and H. Swanson, "Towards reconciliation: 10 Calls to Action to natural scientists working in Canada," *Facets*, 2020, doi: 10.1139/FACETS-2020-0005.
- [8] R. Buchbinder *et al.*, "Low back pain: a call for action," *The Lancet*. 2018. doi: 10.1016/S0140-6736(18)30488-4.
- [9] P. V. Ovseiko *et al.*, "A global call for action to include gender in research impact assessment," *Health Research Policy and Systems*. 2016. doi: 10.1186/s12961-016-0126-z.
- [10] M. Saunders *et al.*, "The impact of globalization on SMEs in emerging economies: a case study of Zambia," *J. Clean. Prod.*, 2017.
- [11] M. Gechman *et al.*, "How CMM Impacts Quality, Productivity, Rework, and the Bottom Line," *Procedia Comput. Sci.*, 2016.

CHAPTER 12

EXPLORING THE IMPORTANCE OF SOCIAL MEDIA MARKETING MEASUREMENT

Mr. Ashok Bhat

Assistant Professor, Masters in Business Administration,
Presidency University, Bangalore, India.
Email Id-ashokbhat@presidencyuniversity.in

ABSTRACT:

The value of social media marketing metrics in determining how successful campaigns are. Despite the fact that social media has grown to be an essential part of marketing strategy, without the proper analysis, businesses cannot properly gauge the impact and return on investment (ROI) of their efforts. The article looks at a variety of metrics, tools, and methods for gauging the effectiveness of social media marketing, including sentiment analysis, reach, engagement, conversions, and ROI calculations. Businesses who understand the significance of measurement and use appropriate monitoring and analytic tools may improve their social media strategy, make data-driven decisions, and maximize their marketing outcomes. Social media has completely changed how companies interact with their target market and market their goods or services. Social media marketing has become a crucial component of contemporary marketing tactics because to the millions of people who are active on websites like Facebook, Instagram, Twitter, and LinkedIn.

KEYWORDS:

Engagement, Measurement, Metrics, Sentiment Analysis, Social Media Marketing.

INTRODUCTION

To fully realise the benefits of social media, companies must not only run successful campaigns, but also track and evaluate their results. The practise of assessing the influence, audience, engagement, and return on investment (ROI) of social media marketing initiatives is referred to as social media marketing measurement. Firms may use this information to optimise their campaigns, allocate resources more effectively, and come to data-driven conclusions. It gives firms useful insights into the efficacy of their tactics[1]–[3].It is impossible to exaggerate the value of social media marketing measurement. Businesses are kept in the dark about how their social media campaigns are doing and if they are getting the results they want without adequate assessment. Businesses may collect quantitative and qualitative data, monitor key performance indicators, and comprehend the behaviour and preferences of their audience more thoroughly by putting effective measuring practises into place.

There are many different areas of measurement in social media marketing. It entails tracking reach, which is the quantity of users who are exposed to a social media campaign or piece of content. To gauge the degree of interaction and interest produced, it also tracks engagement indicators like likes, comments, shares, and click-through rates. Additionally important are conversion analytics, which show how social media activity translates into concrete actions like sales, sign-ups, or downloads. Sentiment research is crucial for measuring social media marketing. It entails evaluating user mood and feedback to ascertain if the campaign or brand is being viewed generally favorably, unfavorably, or neutrally. Sentiment research enables companies to assess client contentment, spot possible problems, and adjust their marketing

tactics as needed. Furthermore, proving the worth and effect of these efforts requires establishing the ROI of social media marketing. Businesses may assess the efficiency and profitability of their social media initiatives by estimating the return on investment. This allows them to allocate resources more wisely and create more accurate budgets.

We will explore numerous metrics, tools, and strategies for gauging the effectiveness of campaigns as we dig into the realm of social media marketing measurement. The importance of reach, engagement, conversions, sentiment analysis, and ROI calculations will be covered. Businesses may optimize their social media strategy, make data-driven choices, and maximize their marketing results by recognizing the value of measurement and putting into practice proper monitoring and analytic methodologies. Effective measurement is essential to demonstrating the economic value and return on investment (ROI) of social media marketing programs. It will assist you in persuading your employer that you are not only idly playing on Facebook. In addition to performing demographic research to determine which social networks your target uses, you should develop objectives with distinct success criteria.

Metrics

You measure your height in metric inches or feet, which is a common unit of measurement. On-site and off-site social media marketing metrics are divided into two groups. Off-site analytics track interactions between you and your consumers on other websites as opposed to on-site metrics, which track activity that occurs directly on your website. Metrics are essential for assessing the efficacy and effect of social media marketing initiatives. They provide firms access to quantitative data that aids in decision-making, progress monitoring, and campaign evaluation. The following are some essential KPIs often utilized in social media marketing:

1. **Reach:** The amount of distinct individuals who have seen a social media post or campaign is referred to as reach. It calculates the size of the prospective audience and the level of brand exposure.
2. **Impressions:** Whether or not a social media post was clicked or interacted with, impressions indicate the overall number of times it has been seen. It displays how widely the information has been accessed.
3. **Engagement:** Metrics that measure engagement track how people engage with social media material. This includes clicks, shares, comments, and favorites. High engagement rates show that the message is getting through to the audience and encouraging involvement.
4. **Click-through Rate (CTR):** The proportion of people that clicked on a particular link or call to action inside a social media post is measured by CTR. It evaluates how well material piques attention and directs visitors to certain locations, such landing pages or websites.
5. **Conversion Rate:** The proportion of users who perform a desired activity, such as making a purchase, signing up for a newsletter, or completing a form, is known as the conversion rate. It shows how well social media efforts may produce measurable outcomes.
6. **Follower Growth:** Over social media platforms, follower growth keeps track of the development in the number of subscribers or followers. It illustrates how a brand's social media presence has grown naturally and how far it has spread.
7. **Share of Voice:** Share of voice analyses a brand's presence and visibility in comparison to rivals in a particular market or sector. It offers information on the brand's market share in terms of discussions and activity on social media.

8. Return on Investment (ROI): ROI determines how much money was made from social media marketing activities in comparison to the expenses incurred. It evaluates the profitability and efficiency of campaigns, assisting firms in effectively allocating resources.
9. Customer Lifetime Value (CLV): CLV calculates the value a customer has for a company throughout their whole lifetime. It considers variables like loyalty, repeat business, and recommendations, giving insights into the entire effect of social media marketing on client relationships and income production.

Businesses may assess the effectiveness of their social media marketing activities, pinpoint areas for development, and modify their strategy by monitoring and analyzing these analytics. The selected metrics must be in line with certain marketing goals, and techniques must be continuously monitored and changed in light of new information.

ROI

Your return on investment, or how much money your marketing efforts are helping to make for your company, is the most crucial marketing metric you can track. All respectable analytics tools help you keep track of specific website activities, including purchases and the submission of lead forms. You may track visitors who have accomplished these objectives back to the websites that sent them to you by labelling them, allowing you to assess the success of each referral source. If your firm relies on leads, figure out how much each lead is worth to you by dividing the value of your typical customer by the lead conversion rate. In order to give a monetary value to each source of social media traffic, the majority of software allows you to customize your monitoring methods to include the real price of a sale or this value per lead. Some analytics platforms provide connectivity with your sales platforms to carry out the idea of "closed loop marketing." This implies that you may link certain leads, traffic sources, and campaigns to specific closed business. Simply subtract the cost of your social media activities (including monetary and time inputs) from the money earned to get the real ROI from your efforts. If the outcome is favourable, your investment was successful; if not, you should review your efforts to see what is and is not working. Additionally, keep an eye out for the websites and strategies that are producing the greatest value. Focus on the social media channels that are most effective for your company instead of trying to use every sort of social media[4], [5].

DISCUSSION

Engagement

You should also track analytics that show how engaged visitors are on your site since not all of the individuals who arrive via social media platforms will convert into leads or customers. You can monitor engagement indicators using the majority of analytics programmers. Time on site and page views per visit are the two simplest engagement measures. The stronger the bond you develop with a visitor, the more time she spends on your website or the more pages she reads. Hold onto traffic sources that may not be providing direct sales (yet), but are bringing in highly engaged visitors, since these sources are most likely to start yielding conversions as your traffic volume rises. The sexiest online measure has been referred to as bounce rates. Putting away analytical obsessions, they're a terrific technique to figure out which of your sites or traffic sources are not at all effective. Check which area of your website these visitors are arriving on first if you see a source of traffic that is producing a lot of bounces.

A tweet about inexpensive airline tickets shouldn't link to a website that sells full-price first-class tickets; instead, it should connect to a page that is related to the reason they were looking at your site in the first place. It's possible that you won't get much value from that source of traffic if they arrive on a respectable page but continue to leave. However, keep in mind that a certain event, like being famous on Digg, can produce a lot of bounces. However, you can expect that it will also produce some engaged visitors, links, and subscribers. Therefore, balance bounce rates with the rest of your metrics. If you have a blog, which you should, you can also gauge how many comments each post is receiving. This gives you an excellent idea of the kind of audience you're creating for your material. Though contentious subjects often get the most comments, they may not always be the best for your business. Keep this in mind when considering the worth of a post. Your subscriber count is the other blog measure you should pay special attention to. A free Google tool called FeedBurner gives you data on how many people and in what ways they are consuming your feed. It also has an easy-to-use email subscription system, which is an excellent approach to reach non-technical readers with your material. Don't anticipate quick success since I've seen that blog subscriptions take time to grow, even when a site receives a lot of traffic.

Eyeballs

In search of basic "eyeball" statistics, traditional marketers often visit the Web and begin searching for hits, visits, and unique visitors. Raw traffic numbers are obviously important, but you should always take them with a grain of salt. According to the analytics system, the word "hits" refers to every request made to a web server, which might include requests for CSS files, pictures, and HTML, meaning that a single page visit could contain a dozen or more hits. The visitor and visit metrics are superior to hits or even page views. A single visit is often defined by software as one browser session with a maximum 20-minute delay between page requests. One visit would be if I went to your website, looked around a while, read a few pages, and maybe filled out a form. I've added two visits to your reports if I return tomorrow and do the same. The visitor metric aims to quantify each person who visits your website. My two visits would be classified as one if I don't clear my cookies and use the same computer both times. A lot of people may visit your website as a result of some social media accomplishments, examine one thing, and then depart, as is possible with any form of web traffic. Most of these visitors won't contribute anything to your company, but they'll cause significant surges in the "pure eyeball" parts of your analytics reports. The bulk of genuine value on your site is produced by users who increase engagement metrics.

Twitter

The most apparent measure on Twitter is the quantity of followers. In most rankings of the top users, this is how you are often rated and it symbolizes your potential reach. Although having more followers is undoubtedly beneficial for marketing, it is not the only measure that should be monitored. By merely following a large number of people and waiting for them to follow you back, it is feasible to get a large number of followers, but this does nothing to reveal how interested your followers are in your tweets. People will respond to you if they are actively following your micro discussions. Therefore, a tally of the number of times your username appears in other people's tweets is a far better place to start when attempting to comprehend Twitter engagement. Retweeting someone else's post entails tacitly "voting" for it as being worthwhile and deserving of being shared with my followers.

Facebook and LinkedIn your marketing efforts on Facebook and LinkedIn are concentrated on pages and groups, respectively. Despite the terminologies' differences, they effectively imply the same thing. The amount of individuals who have joined your group or turned into

followers of your page is the most fundamental measure to look at on each of these social media platforms. If you want to track the development of your group, you need manually record this figure on a regular basis since LinkedIn does not provide historical data as Facebook does. Facebook also provides you with more sophisticated data, but its "insights" technology is presently glitchy and often returns no data at all. The only information besides the total number of admirers that it routinely offers is a breakdown of the demographics of the site visitors, including their gender and age. These figures are intriguing, but they don't actually provide much useful information. Metrics showing the racial and ethnic makeup of HubSpot users.

Media-sharing sites

How many people have watched your picture, presentation, or video is the most crucial measure for media-sharing websites. However, given that these are social media sharing websites, it would be negligent of you to overlook the volume of comments on your media. By following you on SlideShare and tuning into your YouTube channel, people may also keep up with your material on SlideShare and YouTube. These final two figures are comparable to blog subscribers in that they are likely to increase the least, but they are excellent signs of a very engaged audience. You can then see how much material has been written about your business by just searching for your name.

Social news and bookmarking sites

You'll certainly already be keeping an eye on the crucial vote statistic as the goal of marketing on social voting, news, and bookmarking sites is to get enough votes to become popular. In order to determine if your participation with those communities is deeper (more votes on fewer pages) or broader (fewer votes on more pages), you can also keep track of the number of submissions of your content to each site.

Review sites

On a review site, it is obvious that you should consider both the quantity of reviews (more is better) and the caliber of the reviews (better reviews get higher ratings). Yelp provides business owners with excellent information on the level of activity related to their company listing. A more straightforward analysis of the quantity and quality of reviews is offered, together with data on traffic and searches.

Forums

This way, you can keep tabs on the number of visitors you're directing and how important they are to your company. However, other from that, the only other indicators you can use to gauge activity in forums are postings and any reputation systems that may be there. Never publish anything only to boost your statistics; instead, work to consistently provide valuable material, and ultimately your post counts will show how active you are. If the forums where you participate utilize user ratings to determine reputation or post quality, pay special attention to how well-liked your postings are by other forum users.

Second Life

Traffic is the only statistic that Second Life has set up for gauging a location's performance. It is based on an algorithm that estimates how many people pass through a certain location every day. If your location contains a landmark-giving item, you may instruct it to keep track of the number of requests it gets, letting you know how many users were interested in your content enough to desire an easy method to find it again. Additionally, it's simple to keep

track of how many different people visit your place; this information could be more fascinating than your traffic score. The same holds true for logging inquiries made for other items, such as those that include product details or your website's URL. If a viewer arrived at your site using the Second Life client browser, it will be clear from the user agent string in your web server log. You can also keep an eye on your membership if you've made a group that you're utilizing for marketing, although given the restrictions of Second Life groups, this is generally a questionable tactic.

Earned media

The PR industry introduced us to the idea of earned media, which is simply the amount of unpaid mentions your brand receives in blogs, mainstream media, and social media. It is helpful to keep track of how often the name of your organization is referenced online since effective social media campaigns may create a lot of buzz. Searches on Google News or just Google Web are simple methods to do this[6]–[8].

Goal

Prior to beginning a new marketing campaign, you should establish objectives for your efforts. Pure eyeball measurements are troublesome, a straightforward illustration of this is to strive to create a specific number of visitors. The ideal objective you can have is to have real income generated for your company as a result of your social marketing activities. Don't have a goal of "increasing brand awareness." Instead, provide concrete definitions of success in your objectives. Instead, specify the precise metrics you'll use to gauge awareness as well as a target threshold that's doable. Key performance indicators (KPIs) are the real measures you'll use to assess your progress towards a goal. All the different data points I mentioned previously may be KPIs. For instance, if you want to broaden your Twitter audience, your KPI may be followers, and your stated objective should include the precise quantity of followers[9]–[11].

CONCLUSION

Businesses must measure the results of their social media marketing in order to assess the success of their campaigns, improve their tactics, and arrive at well-informed judgments. Businesses may get important information about reach, engagement, conversions, sentiment analysis, and ROI by using the right measuring tools and pertinent metrics. These insights aid in determining effective methods, comprehending audience preferences, and improving marketing approaches to produce better outcomes. Adopting a data-driven strategy and using tools and processes that support corporate goals and objectives are essential. In the end, better resource allocation and improved returns on marketing efforts are made possible for organizations via proper measurement in social media marketing. A fascinating measuring problem is presented by forum marketing. Naturally, if you're connecting to your website, you should proceed with caution and only when it is really relevant to the topic at hand.

REFERENCES

- [1] D. K. Parida and D. Prasanna Kumar, "Quantitative and qualitative factors that influence social media marketing effectiveness," *J. Adv. Res. Dyn. Control Syst.*, 2020, doi: 10.5373/JARDCS/V12SP3/20201321.
- [2] N. Michaelidou, N. T. Siamagka, and G. Christodoulides, "Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands," *Ind. Mark. Manag.*, 2011, doi: 10.1016/j.indmarman.2011.09.009.

- [3] L. Spiller and T. Tuten, "Integrating metrics across the marketing curriculum: The digital and social media opportunity," *J. Mark. Educ.*, 2015, doi: 10.1177/0273475315587103.
- [4] S. Boon-Long and W. Wongsurawat, "Social media marketing evaluation using social network comments as an indicator for identifying consumer purchasing decision effectiveness," *J. Direct, Data Digit. Mark. Pract.*, 2015, doi: 10.1057/dddmp.2015.51.
- [5] S. Siripipatthanakul and P. Chana, "Service Marketing Mix (7Ps) and Patient Satisfaction in Clinics: A Review Article," ... *Trend Sci. Res. ...*, 2021.
- [6] B. M. A. Almohaimmeed, "The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective," *J. Bus. Retail Manag. Res.*, 2019, doi: 10.24052/jbrmr/v13is04/art-13.
- [7] I. Kambali and S. Masitoh, "Pengaruh Sosial Media Marketing Terhadap Keputusan Pembelian Jasa Pengiriman Barang di Kantor Pos Pati 59100," *J. bisnis dan Pemasar.*, 2021.
- [8] A. Marchand, T. Hennig-Thurau, and J. Flemming, "Social media resources and capabilities as strategic determinants of social media performance," *Int. J. Res. Mark.*, 2021, doi: 10.1016/j.ijresmar.2020.09.011.
- [9] A. S. Arora and S. A. Sanni, "Ten Years of 'Social Media Marketing' Research in the Journal of Promotion Management: Research Synthesis, Emerging Themes, and New Directions," *J. Promot. Manag.*, 2019, doi: 10.1080/10496491.2018.1448322.
- [10] A. Wibasuri, and T. Tamara, "Measurement Social Media Marketing dan Sertifikasi Halal Terhadap Minat Beli Produk Makanan Pada Aplikasi Belanja Online Shopee," *Pros. Semin. ...*, 2020.
- [11] E. Kongar and O. Adebayo, "Impact of Social Media Marketing on Business Performance: A Hybrid Performance Measurement Approach Using Data Analytics and Machine Learning," *IEEE Eng. Manag. Rev.*, 2021, doi: 10.1109/EMR.2021.3055036.