

Social Media

What Is a Social Networking?

- Creates an online community of internet users that eliminates barriers created by time, distance, and cultural differences
- Allows people to interact with others online by sharing opinions, insights, information, interests, and experiences
- Members may use the site to interact with friends, family members, and colleagues they already know
- Members may also wish to develop new personal and professional relationships

Use of Social Media- Statistics about KSA

<https://www.globalmediainsight.com/blog/saudi-arabia-social-media-statistics/>

Applications of Social Media

1. Employee Hiring Process
2. Organizations
3. Digital Marketing

The Use of Social Networks in the Hiring Process

- One of the most important intersections between social media and employment is in the hiring process. There are great potential risks and rewards in such a process.
- 92% of recruiters use social media to find high-quality candidates.
- Statistics suggest that 87 percent of recruiters use LinkedIn, which makes it the top social network of choice in terms of finding skilled candidates. Facebook is a distant second with 55 percent and Twitter comes in third with 47 percent.

The Use of Social Networks in the Hiring Process

Employers can use social media in two ways when hiring:

- to recruit candidates by publicizing job openings and
- to conduct background checks to confirm a candidate's qualifications for a position e.g. race, approximate age and more. People also commonly post personal information such as medical or family problems.

The Use of Social Networks in the Hiring Process

Employers may also learn things that weigh in favor of hiring them, such as their relevant volunteer work.

Companies may reject candidates who post:

- Information about their drinking or drug use
- Provocative or inappropriate photos
- Discriminatory remarks relating to race, gender, or religion
- Confidential information

Pros of Social Media in organizations

- Facilitates **open communication**, leading to enhanced information discovery and delivery.
- Allows employees to **discuss ideas**, post news, ask questions and share links.
- Provides an opportunity to **widen business contacts**.
- Targets a wide audience, making it a useful and effective **recruitment tool**.
- Improves **business reputation** and client base with minimal use of advertising.
- Expands market research, **implements marketing campaigns**, delivers communications and directs interested people to specific web sites.

Cons of Social Media in organizations

- Opens up the possibility for hackers to commit fraud and launch spam and virus attacks.
- Increases the risk of people falling prey to online scams that seem genuine, resulting in data or identity theft.
- Potentially results in negative comments from employees about the company or potential legal consequences if employees use these sites to view objectionable, illicit or offensive material.
- Potentially results in lost productivity, especially if employees are busy updating profiles, etc.

Social Networking Use Policy at Work

Employers do have the right to simply ban all computer activity that is not work-related, but this approach may not yield optimal results.

If employees are to be allowed access to social networking platforms, then a comprehensive and well-defined policy should be established to prevent abuse.

Social Networking Use Policy at Work

A social networking use policy generally:

- Defines what social networking is particular to your organization, so employees know exactly what is meant by the term.
- Establishes a clear and defined purpose for the policy.
- Communicates benefits of social networking and of having a policy.
- Provides a clear platform for educating employees.

Social Networking Platforms at work Place

Social networking platforms may allow organizations to improve communication and productivity by disseminating information among different groups of employees in a more efficient manner.

Social Networking Use Policy at Work

- Employees may not be aware of how their actions online may compromise company security.
- Educate employees as to how a simple click on a received link or a downloaded application can result in a virus infecting their computer and the network.
- Advise them not to click on suspicious links and to pay careful attention when providing personal information online.
- Remember that just because employees may have an online profile, it doesn't necessarily mean they have a high level of security awareness.

Role of Social Media in Digital Marketing

Integrating social media to your digital marketing campaign is crucial in order to attain your marketing goals.

1. You get to see your target close and personal
2. You can respond to a problem immediately.
3. IT will get you more sales.
4. It is free.
5. Increased brand recognition.
6. Improved brand loyalty
7. Improved customer insights

How Facebook is used for Digital marketing?

1. Making the Most of Your Facebook Business Page

A Facebook page is a great free marketing tool for businesses. These pages let businesses identify themselves – not just through listing product offerings and services, but also by sharing links, images, and posts on a customizable page to give a better sense of a business's personality and character.

2. Facebook Advertising: Classic Ads

Facebook offers its own form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These classic ads are referred to more specifically as Marketplace Ads. They include a headline with copy, an image, and a click-through link to either a Facebook page, a Facebook app, or an outside website.

How facebook is used for Digital marketing?

3. Facebook Promoted Posts

Facebook Promoted Posts let Facebook page owners pay a flat rate in order to have their individual Facebook posts reach a certain number of users, increasing a specific post's reach and impressions.

4. Sponsored Stories

Sponsored Stories are a type of Facebook ad that shows a user's interactions, such as a Facebook like, to the user's friends.

Sponsored Stories seeks to capitalize on the “word of mouth” marketing concept. If a user sees that three of his friends like a certain page, he is more inclined to pay attention. The goal of Sponsored Stories is to have a user take the same action as their friends. Advertisers can choose to show friends “likes” if they want more page likes, show friends who have “claimed this offer” if a business wants more users to claim offers, etc.

How facebook is used for Digital marketing?

5. Facebook Exchange (FBX)

Facebook Exchange lets advertisers take advantage of ad retargeting on Facebook through real-time bidding. The retailer can then display an ad for that same product on Facebook with FBX.

These ads have been allowed to appear in news feeds, the most valuable Facebook real-estate. This is great news for FBX advertisers, since response rates for news feed ads are 10 to 50 times higher than that of ad placements in the right column.

Benefits in promoting a brand on Social Media

1. Growing social signals.

Social signals can significantly boost your search engine optimization efforts. The more people in the social media community share, like, recommend and talk about your business the more the search engine finds your website relevant thereby increasing the chance of your web pages to acquire a higher position to the search engine results page.

2. Promote company branding and awareness

Social media users can always recommend to their social media circles significant quality about your brand. This can be a good marketing boost to your brand image and in growing the number of people becoming more interested about your brand reputation and to become a follower of your brand.

Benefits in promoting a brand on Social Media

3. Word of mouth advertising is powerful.

Word of mouth advertising tends to have a higher trust rating from the consumers than the product descriptions that your company promotes from your site. Whenever your web page gains more likes and shares from the social media community, the wider your audience reach and influence becomes to your target customers.

4. Improved Customer Insights

Businesses get a better understanding of their customers by allowing them to share their insights, knowing that the brand is listening. Social media allows them to see what potential customer's opinions are and network with them as well.

Benefits in promoting a brand on Social Media

5. Better Customer Service

Social media allows businesses to respond to customer grievances, questions, and concerns almost instantly. Customers want to be assured that, if they have a problem they will receive assistance at the earliest possible time.

6. Cost Efficient

When a business is running on a fixed marketing budget, social media is the most cost-efficient way to market and promote the business. Websites like Facebook, Twitter, Pinterest etc., allow any business to share their content for no cost at all. Hence Social media is an affordable advertising platform.

Benefits in promoting a brand on Social Media

7. Connectivity

Businesses will always be connecting with the customers in terms of changing preferences, lifestyles, and resources and adapt to the changing interest of the consumers.

8. Establishing Brand Awareness

Through social media, it is possible to increase brand awareness among customers as businesses can create awareness by building company image.

9. Sales

Increased exposure through social media drives traffic to the company. This, in turn, converts potential customers to actual customers.

Drawbacks of promoting a brand on Social Media

1. Exposure to Competitors

Social media marketing enables you to study your competitor's strategy. However, they can still study your business methods through your social networking.

2. Needs qualified personnel

In order to focus on core business issues, you will have to employ a qualified personnel to manage your account and have the traffic under control. This implies that you have to invest both in apparatus and salary for quality outcome.

Drawbacks of promoting a brand on Social Media

3. Tarnish brand name

In the event that a negative information finds its way onto social media platform, the public will have the chance to express their dissatisfaction. This will tarnish your product name and deter potential customers from establishing relationships and doing business with the brand.

4. Time consuming

People may deliberately ignore your page because they may be interested in other sites. To get them to appreciate and share your posts may take time. For this reason resources in terms of money and time must be allocated to ensure frequent publishing of aesthetic posts.

NomoPhobia

<https://techjury.net/stats-about/smartphone-addiction/#gref>

Tips for Safer Social Networking

1. Use a strong, unique password (don't use the same password on multiple sites; don't use eID password on social networking sites)
2. Provide as little personal information as possible – avoid revealing birth date, address, etc.
3. Understand and customize the privacy settings in all of your social networking accounts
4. Don't allow 3rd party applications to access your information (if possible)
5. Be careful about what you post



Tips for Safer Social Networking

- a. Photos of self or others
- b. Opinions on controversial topics
- c. Don't rip classmates, professors, coworkers, employers, etc. – it WILL come back to haunt you

6. Don't post anything related to your employer (unless you're authorized)

7. Supervise your kids' use of social networking sites

8. Be suspicious of friend/follow requests, ads, 3rd party applications, chat messages, etc.

Tips for Safer Social Networking

9. Minimize exploration – don't carelessly click on lots of ads, videos, games, etc.
10. Use built-in and add-on features in web browsers to warn you of malicious sites
 - a. Anti-phishing filters in IE and Firefox
 - b. Web of Trust
 - c. NoScript
 - d. Adblock Plus
 - e. Preview features of bit.ly, TinyURL
11. Google yourself and scrutinize results
12. **Think before you click!!**