

### Social Media

1. Social media has changed the fabric of society
2. More mobile devices connect to the internet with **impact on media** and **culture**
3. Online communities have their own unique flavours

### Social organisational culture

1. There is a difference between a **social brand** and **social business strategy**
2. A **social brand** uses **social technologies** to **communicate** with their key audiences
3. A social business strategy is a 'documented plan of action that helps evolve and transform the thinking of an organisation bridging internal and external social initiatives resulting in collaborative connections, a more social organisation and shared value for all stakeholders (Kim 2016: 2)
4. Departments have to now interact with each other
5. People do business with brands with which they have a **relationship**

### Youtility

1. this is marketing that is wanted by customers which creates **long term trust** between the **company** and the **customers**
2. the difference between **helping** and **selling** is important
3. organisations have to realise that the public want information that enables them to get **all the details they** need **whenever** they are looking for them
4. They expect brands to operate with **transparency**, giving answers and information before they are asked for.
5. And **utilises technology** and engagement to connect

### The crisis of trust

1. Relationships are defining factors in businesses
2. But the organisations that have lied or defrauded the public have led **to a crisis of trust**
3. Communication needs to be **humanised** and focused on individuals and relationships.

### The social principle

1. A key part of social media is **relationships** - Particularly **connections and community**
2. The social principle is about how social media designed for **two way communication** around topics of interest, which are **user initiated**, **user created** and **user driven**

### Developing and defining online communities

1. Social communities are **non-geographically** bound groups of people connected through **common social media platforms**
2. People create online communities – **Godin (2008) coined these ‘tribes’**
3. It is about personal relationships and personal connections
4. The two way communication is important

### Social Media Defined

1. Core assumptions about social media are
2. A. content is user generated, user controlled, user shared
3. B. This exchange occurs through a platform on an internet site

### Developments of social media

1. Each platform offers different things regarding online community building
2. Users are **not just consumers** – they are invested publics who help **shape the organisational culture** and **conversation**

### Seven key parts

1. Social marketing involves using social media platforms to reach communities and to **enhance relationships** and to **build credibility**.

### References

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