Week 1: Commercial uses of social media - Introducing Social media

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 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 **conversations.**

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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