Social Media

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# Module 1 Discussion 1

In the business world, thanks to social media, the communication between companies and customers is not one with one-way direction, as people can directly and publicly message brands. On the other hand, companies can directly receive feedback on their services and quickly shape their strategies according to that. In a personal relationship, social media had added another way to connect and communicate with our significant others. On top of that, they have created a new way to publicly show the relationship between two people. If we examine romantic relationships for example, some years ago, only the very inner circle of a couple would know their romantic status; now, even distant acquaintances can be informed of the relationship status change of two people. This constant connection has also created new expectations of communication from the people (and companies) we know. As users of social media, we expect an instant response to our requests and messages in the virtual world and at the same time, we feel the need to do this for the others, often neglecting the people that sit next to us in the real world. There are both merits and demerits of social media pertaining to workplace use. There are no advantages of using social media at work unless the use is solely to track the company's social media trends. The disadvantage would be to use the time that they were supposed to use to socialize with friends. This means the business will be paying for their own personal use of social media when in fact they should be doing what they were hired to do. I know about some companies that decline applicants for positions because they have too many friends on social media. This is an indication that they spend way too much time on social media.

# Module 1 Discussion 2

The article highlights some of the most common issues pertaining to professional vs personal speech. One of the most common issues is about drawing the line between personal versus professional speech. This question raised in the article is very critical that who will determine and dictate online connections of an individual. The second issue is that social media platforms are also evolving and every platform is different from other. Social media platforms blur this line themselves (Liebler & Chaney, 2014). I also faced these challenges and I believe the strategies of being conscious of what one is sharing on social media is a great way to prevent such issues.

I also agree with the notion that when using social media, it is tough to draw the line between professional and personal content. With every post, every opinion shared raises the question of how one is perceived. It is worth mentioning that the intention of the speaker is somewhat lost between the ever-changing policies and functionality of the social media platforms. It can be problematic for the employees if employers are putting unnecessary restrictions on the way they use social media. In addition, if employers are not clarifying restrictions at the time of employment, it will be problematic for both parties.

# Module 2 Discussion 1

In my opinion and based on the reading, using the right strategies can result in the great outcomes for the company. One of these strategies that can help a company in this regard is personal targeting as given in the example of Lexus. Along with that, the technique of storytelling is great to spur action from the audience rather than the constant self-promotion. Merely chasing engagement without effective communication to the right audience and targeting is useless in this era. Both these strategies can be helpful in making the most of social media advertisements and will allow reaching the right audience. Looking at the marketing examples from the article "5 Brands That Got Social Media Right in 2015,", the one that resonates me more is the Clash of Clans mobile game’s Super Bowl ad. This commercial became the most popular of its era (Daykin, 2015).

The ad creates the mood to take revenge and evokes the emotions of rage in one person. Further, it excites the audience on what is there in-game that is so captivating to grab all the attention of the player. The way Neeson takes his persona of ‘Taken’ to seek revenge from his online rivals evokes viewers with the thoughts of how it feels to take revenge.

# Module 2 Discussion 2

An analysis of the social media presence of big brands reveals that not a single big name can afford to ignore social media. Coca-Cola Company is on a mission to be the most optimistic brands on social media platforms (Fulgoni, 2015). They engage with more than 8 million followers, spreading the message of positivity. Nike is a social media leader as it creates a community of its consumers online and connects its fans together. American Red Cross uses social media tools in emergency and disaster management and to find out about road accidents to provide lifesaving blood. Twitter is the common platform which all of these companies employ as part of their social media strategy. There are countless examples of the success of social media strategies and campaigns initiated by these brands. Companies have been able to generate popular attention from their fans and consumers. The campaigns also highlight the impacts of social media advertising strategy as discussed in the article. However, the ads of coke persuading teens towards buying a coke have the ethical implication of promoting obesity through these sugary carbonated drinks. No potential of pitfalls has been observed in the social media campaigns of these companies that I have analyzed.

# Module 3 Discussion 1

It is agreed that we are living in the age of attention economy and the so-called attention economy is rewarding to what people give their attention to. Hence, everyone is behind attention and using the networks, and computers to get attention to get the monetary reward. For instance, any service or app or celebrity or organization, when they get attention, it generates money (Goldhaber, 1997).

I do not agree with the statement that the new advertising world is unsettling for the old advertisers, marketing agencies. The technology boom of the 1990s created a vivid picture of how everything will look like. It was understandable that after the dotcom bubble will burst, it will impact marketing and advertising and marketing as well (“The ultimate marketing machine,” 2006).

It is very true that the age of the internet and data mining is a panopticon. Everything about a consumer is being noticed and sold to attain marketing goals. This has become very common that even when one is not being observed, it is assumed that they are being observed. The industry of behavioral and personal information is of billions.

The political advertising is definitely the most adverse type of advertising because in this type of advertising, the general public is persuaded for votes. The appealing power of advertisement is used for the non-factual truths and critics also emphasize to ban this type of advertising.

# Module 3 Discussion 2

https://www.youtube.com/watch?v=JchALYBVEGw

The Coca-Cola 'Together Is Beautiful' Commercial was originally aired in 2014 and it is a beautiful ad that promotes the beauty in diversity. This ad grabbed my attention when it was aired owing to the message of diversity acceptance that it delivers to the audience. In the ad, the culturally diverse America together sings a song that illustrates the beauty of diversity. It gives a very beautiful message, if all the races are together like this, America will be a beautiful place to live. In addition, it highlights the beauty that lies in living together in love and peace. One more message that it tries to give is that the Coca-Cola Company promotes love and discourages racism. Its products are targeted at everybody without any discrimination of colour, sex and ethnic background. It creates an emotional connection especially with the minorities living in America. I believe the strategy will be effective to make the product sell faster in culturally diverse settings in culturally diverse America. African Americans have always been subject to racism and discriminatory behavior in America, and this advertisement highly discourages prejudice. This is something that evokes emotions of especially those who have ever been subjected to racism.

# Module 3 Assignment 1

For the purpose of this final project, the topic I have selected is Social Media. In this digital age, social media is a very vast topic and one can discuss the topic in multiple domains and many directions. I will restrict my discussion and research to the social media in marketing and advertising. One aspect that would be discussed would be that how the digital marketing, especially pertaining to marketing through social media, has overcome the traditional marketing. Furthermore, I will discuss, how big brands are leveraging social media to attain their marketing objectives, such as Nike, Dominos and Zappos. After that, I will talk about the ways social media advertising and presence allow a company to build their brands in the most effective way. To increase brand engagement, companies must engage with their consumers to create an emotional appeal to them, and companies cannot get a better platform than social media for that.

Social Media has allowed anyone and everyone with an opinion about anything become sudden experts in the area they are arguing about. In the same fashion, the negative impacts of social media advertising and presence have also been highlighted by some experts. Customer voice can also result in a negative consequence for the company and refraining from negative publicity is not very easy for the companies. Excess of social media is the result of the philosophy of "move fast and break things" that has some disruptive impacts for the society as well. I will discuss my topic from all these viewpoints.

# Module 4 Discussion 1

Product Placement and product integration are the two most common marketing techniques that involve the incorporation of a product in movies, songs and TV shows to grab customer's attention. I believe the unintentional inclusion of a product is what makes these techniques effective and it is integrated in the way that aligns with the script. The most ineffective example of product placement and integration is when there is nothing in the scene except for the prominence of the product.

One of the most effective examples of product placement that I remember is from the movie Superman when Christopher Reeve's Superman tosses General Zod into the Coca-Cola sign. In the same scene, the large Marlboro truck is also ignored by the audience after the exploding Coca-Cola signage. The scene is funny as well as attention-grabbing. Here is the link to that scene, which stays in the memory of viewers of movie https://youtu.be/vkfUUqowQjA. I do not find anything unethical in Product Placement and product integration, as it is a marketing technique like many others to grab potential customer's attention. Filmmakers are paid to incorporate a product or a service in movie script or dialogue, which eventually grabs audience attention.

# Module 4 Assignment 1

## Post:

The most pervasive issue in the USA is "racism" and it affects schools and colleges throughout the country. However, it can be prevented through self-awareness, self-reflection, and professional development. Only the ignorant and incompetent would seek refuge through racism and violence

## Social Media Strategy

Before propelling a web-based campaign, I initially choose what my essential (and auxiliary objectives) for the campaign are. I, at that point, must rundown out how I will gauge whether the campaign has arrived at its objectives. Some shared objectives for online life battles include: lead age, direct deals and expanded brand or item awareness. Global SEO is undeniably progressively troublesome as the challenge for the key phrases includes each site on earth inside that space. Social media is, by nature, social and encourages conversation between parties. Many of the platforms are also now encouraging consumption of visual content like video and images. I'd pick some of these elements that are related to your product and figure out how you can be successful with them.

## Variance from platform to platform

Each social media platform appeals to different demographics, so one ad for all platforms is going to work for some and fall flat for others. Varying your ad within each platform will also let you A/B test so you know which graphic/headline/CTA appeals the most. When picking which platform(s) to run my social crusade on, I made if there were explicit principles for running an advancement on that site. For instance, Facebook has extremely severe standards on where I could run an advancement on my Timeline and how I selected and contacted a champ. Damaging these standards could bring about the end of your whole business Timeline.

## Challenges

Social media has its own criteria to measure a successful post or campaign. Social media is indeed a very young industry and it will be interesting to see how this measurement evolves because it is the question that CEO's and owners are asking of the marketing team. In addition, most of the social media campaigns are not prepared to handle the two-way nature of the conversation in the social media space. While some of that conversation will be positive for the campaign. Over time, it is likely that negative feedback will creep into the conversation as well. How the campaign owner handles this can have long-lasting consequences on the campaign itself. Time is definitely a major factor in social media campaigns. It does take a certain dedication and investment of time to keep a presence on social media outlets such as Twitter, Facebook, Yelp, and Foursquare.

## Target Audience

Target audience depends on the type of product you are selling. If using the tool of social media for selling product and services that includes Facebook. Twitter that helps you connect to most of the people you want to know. The target audience can be based on their age group, their geographical factors and others. On Social media one may know his friends, relatives, and others which are further helpful in promoting your product, you can also create your own Facebook page, the person with interest in your product will follow or like the page and from there audience can be targeted. The target audience for this campaign were the people who, either reject racism, lacerate it or have been affected by racism. These are the people who would resonate my narrative and support it.

## Accomplishment of campaign

The major accomplishment of the campaign was; it created awareness in the people regarding racism. In addition, most of the people who, once, were racist to some extent accepted cultural diversity. Moreover, the campaign was not only centred on racism but also focused on the promotion of cultural diversity and its benefits. The campaign broadened the thinking domain and perspective of the people. The campaign boosted the confidence in the people who, because of racism, were being marginalized to raise a voice for their rights.

# Module 5 Discussion 1

In the digital age, the digital news revolution has resulted in a significant transformation in the newsroom. The digital revolution has resulted in a sharing economy where the audience has control over what they see rather than the publishers. The good part is that it has created a lot of opportunities and they work hard to make their content worth sharing, in addition, they also take into account social media analytics to create an impact (“Sharing the News,” n.d.). One negative aspect can be that the focus in mere on grabbing attention and in doing so news companies have strayed from the rules of professional journalism. News is not doing what they are supposed to do and the ultimate goals of news companies, the business of producing news have also been challenged. As a result, their entire focus is on grabbing attention rather than only sharing information. The worst example of journalism that I witnessed was the videos shared on Twitter in that highlight Trump calling all the immigrants "animal". The link to one such video is <https://twitter.com/i/status/996845374819192833>. I declare it one of the worst moments of journalism of 2018 as it resulted in immense negativity, rage and hatred. At the same time, the truth behind the video is also questioned.

# Module 5 Assignment 1

Baasiri, D. (n.d.). How To Boost Your Brand Through An Effective Social Media Strategy. Retrieved October 23, 2019, from Forbes website: <https://www.forbes.com/sites/forbescommunicationscouncil/2016/12/15/how-to-boost-your-brand-through-an-effective-social-media-strategy/>

This article was published by one of the council members of Forbes and it highlights the ways companies are using social media to create an impact. Furthermore, it highlights what makes an effective social media strategy and the ways companies are doing efforts to increase engagement. It will help in my topic of how social media advertising works.

Barbara, J. (n.d.). Is Social Media Bad For Business? Retrieved October 23, 2019, from Forbes website: <https://www.forbes.com/sites/julietbarbara/2012/11/11/is-social-media-bad-for-business/>

The author of this article is a tech optimistic and works in a Digital Communications agency. She highlights how the overhyped social media can also create disruptions for the business giving an example of McDonald's twitter disasters. Thus, she advises businesses to take into account different risks pertaining to social media.

Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. The Marketing Review, 15(3), 289–309.

Authors of this study explore the literature based on 72 articles to highlight the trends in social media marketing. One of the most popular features of the social media marketing that makes it popular is personalized targeting. It makes a valuable addition to knowledge on social media marketing highlighting what benefits the traditional media lacked.

Habibi, M. R., Laroche, M., & Richard, M.-O. (2014). The roles of brand community and community engagement in building brand trust on social media. Computers in Human Behavior, 37, 152–161.

Authors belong to the department of Concordia University and base their research on the topic of brand trust and customer engagement via social media. It unearths how companies build customer trust through customer engagement which results in their brand being put in a positive light in consumer's minds for positive brand building.

Järvinen, J., Tollinen, A., Karjaluoto, H., & Jayawardhena, C. (2012). Digital and social media marketing usage in B2B industrial section. Marketing Management Journal, 22(2).

This paper explores the use of hyped social media in B2B marketing and showcases various barriers alongside realistic overview. Huge audience and the variety of benefits it offers, social media is more effective than traditional media for advertising and marketing purposes, especially for B2C companies unless they update themselves according to the changing demands of these platforms.

McNamee, R. (n.d.). Explaining corrosive effects of social media. Retrieved October 23, 2019, from SHINE website: <https://www.shine.cn/opinion/foreign-views/1802220666/>

McNamee unearthed some factors about the outcomes of excessive use of social media on the society, unknowingly. Advertisers are leveraged by the personalization techniques that social media platforms offer in terms of personalization. They can now target their message with unprecedented accuracy and in doing so they are creating false realities. Excess social media by companies has some negative impacts as well that is also an aspect of my topic.

Moro, S., Rita, P., & Vala, B. (2016). Predicting social media performance metrics and evaluation of the impact on brand building: A data mining approach. Journal of Business Research, 69(9), 3341–3351.

Authors in this study explore the role of data metrics in social media performance and make an addition to the literature that companies when building brands through social media, corporations must know their customers. In addition, they must be active and take care of data analytics that impacts brand building.

Mulhern, F. (2009). Integrated marketing communications: From media channels to digital connectivity. Journal of Marketing Communications, 15(2–3), 85–101.

Author of this paper explores how in the age of digital communication marketing communication has influenced. Traditional forms of advertising are no more applicable to attract customers. The digitized world demands integrated communication based on consumer insight, and data-driven decision making. It supplements the topic of my paper that makes a comparison of conventional and digital marketing.

Vo, Y. (2018, April 21). Negative Impacts Of Social Media On Business & Employees. Retrieved October 23, 2019, from Medium website: <https://medium.com/@vothiquynhyen/negative-impacts-of-social-media-on-business-employees-4e5ae2eda2ce>

The author highlights some of the negative impacts social media prevalence can produce for the company. Unhappy and dissatisfied customers are always free to criticize the brand and the issues they ever faced in dealing with a product or a service. It is not very easy to take corrective action in such cases

Yasmin, A., Tasneem, S., & Fatema, K. (2015a). Effectiveness of digital marketing in the challenging age: An empirical study. International Journal of Management Science and Business Administration, 1(5), 69–80.

The authors highlight that in order to enhance the effectiveness of digital marketing techniques, marketers bring brands closer to their customers. One way of doing this is to create an emotional appeal is therefore leveraged and consumers feel a sense of community when engaging with their brand online such as McDonald's. It emphasizes how companies enhance digital marketing effectiveness, pertaining to my key topic.

# Module 6 Discussion 1

If I share my experience of reading the newspaper, I find this experience great and I believe it serves the audience in the most effective ways. Moving from link to link feels very organized. Reading the newspaper online is more convenient and I agree with the statement that millennials like to get news on the go.

The website and the social media pages and accounts of the company set it apart from other businesses. The website load stories very fast and the effecting of its operations are also visible in its social media account. In doing my research I was able to locate an article discussing the revolution of Washington Post. Here is the link to the article: <https://www.cjr.org/q_and_a/washington_post_bezos_amazon_revolution.php>.

The media company I have selected for this is Facebook, a social media platform that wants to connect the people, governments, media organizations, and creating ease in their lives. For this purpose, Facebook is making investments in product development, data analytics and virtual reality, engagement tools and videos (“Where the digital dollars have gone,” n.d.).

Fake news has a history and due to this public trust in media has always been diminishing. Fake news is very common in this digital age, especially in the age of social media because the speed at which the information flows in the hundredth part of a second, floating fake news is very easy (“The real history of fake news,” n.d.).

# Module 6 Discussion 2

The New York Times is published in New York City and it is one of the most appreciated morning newspapers. Since the news company has established, it is known as the paper that reports news in an objective fashion. It is respected internationally and its prestige enhanced after risky exploitation of the sinking Titanic incident. Its coverage of the incident enhanced its reputation greatly. In 1995, the online edition of The Times came that introduced subscription service. Its online edition has also been able to grab the audience's attention. The social media platforms pages and accounts utilize the new techniques of storytelling and voice. The company effectively uses Facebook, Twitter and other platforms and I consider it an objective news organization since it has won 27 Pulitzer Prizes, higher than any other newspaper. Its editorial excellence is the strength of the company. In my opinion, at this age, it is not possible for any news company to refrain from the issues of misleading information to the public. However, I believe it serves to illustrate the true pictures and shares what the community seeks. If I got the chance to make any changes in this organization, I would have worked to expand its subscription with no cost to farthest regions of the world too.

# Module 7 Discussion 1

In this digital age, the copyright laws are a must to protect the rights of the creator while not stifling expression. In both the cases, I believe the decision was fair but in the case, The Authors Guild v. Google, I believe the fact that libraries will use the books in alignment with the copyright laws was not a fair deal. Google's display of snippets cannot be considered as non-infringing fair uses (“Authors Guild v. Google, Inc.,” 2015). I would tend to disagree with this decision and believe that the right remains to the authors of the book. In the case of Shepard Fairey, the decision was fair since it emphasized sharing the rights to make and issue posters and merchandise bearing the Hope image and Fairey also agreed not to use any AP photo without obtaining a license. In the age of Google, sharing of copyrighted material owing to the powerful search engines and their tools helps to decide the fair use and compensation. Google is a powerful company and is defensive in case of criticism, the fair use is something blurry (“What’s a Fair Share In the Age of Google?,” n.d.). Google must own the responsibility of being the problem solver and solution provider in this case.

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