Social Media, How does it Work for Business?

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Abstract—**Nowadays, using social media is very regular and necessary, because it involves with life styles and behaviors of people such as personal-to-personal communication, cooperation within the organization, and the commerce that rely on every types of communication technology. The reasons of using this technology are different according user's objectives. Especially for the businesses, they need the budget for distributing the product's news to the customers. Now the budget management is very critical, so the social media has been used for effective promoting the "products/services" anytime and anywhere. The important question is how can we utilize social media in the creative way? This paper show some facts of successfully social media practice that assist establishing and promoting businesses, also mentions some of recommendations how to use social network efficiency for businesses as well.**

Index Terms—**Social media, internet, communication technology, social networking.**

I. INTRODUCTION

The rise of the Internet has had a revolutionary effect on society [1]. The World Wide Web (WWW) was born on August 6, 1991, when the first web page was launched by Sir Tim Berners-Lee (Fig. 1). Sir Tim Berners-Lee also said "The Web is more a social creation than a technical one, I designed it for a social effect – to help people work together – and not as a technical toy" [2] and it became one of the most operated of Internet applications. It change the way of communication. It is definitely remove the obstacle of the distance from the communication process. Web is a practical interface to a multiple network of computers and data. In Asia, there are about 922.3 millions of internet users which are the largest number of internet users (44 %). And the growth of world total internet user in 2010-2011 is 480.4 % (Fig. 2). Internet can facilitate collaboration which is essential. It can construct synchronous communication, including chat rooms and instant messages, occurs in real time. It can happen in single location through employing office application or in multiple locations with using conference calls, webinars, multiparty text chat, Google+, Microsoft SharePoint, WindowsLive SkyDrive, Videoconferencing. And also, asynchronous communication, such as e-mails, blogs, discussion forum, and team survey allows people to respond to communications [3]. The type of Internet connection also plays a role in digital diversity, as high-speed connections offer more online opportunities than slower connections [2]. The term social media refers to the application of web-based and portable technologies which turn communication into an interactive conversation. Kaplan and Haenlein define social media as "a group of

Internet-based applications …that allow the creation and exchange of user-generated content [5]." Social media include blogs, social search, social networking, and bookmarking, presents the marketer with a rich set of new tools in the effort to generate new business [6]. Kietzmann argue in [7] that "social media introduce substantial and pervasive changes to communication between organizations, communities, and individuals", enabled by ubiquitously accessible and scalable communication techniques. Social media is used as the tools and platforms that allow people interact socially online and publish content [8]. Social networks are part of social media which are applied to any kind of products and services. User generated content which includes conversation, articles, images or pictures, recipes, and anything that an individual share with others in their daily lives.

II. SOCIAL NETWORKING

In the late 1990s, user profiles became a central characteristic of social networking sites (Fig. 3), allowing users to compile lists of "friends" and search for other users with similar interests. New social networking methods were developed in 1990s, and many sites began to develop more advanced features for users to find and manage friends [9]. This newer generation of social networking sites began to grow with SixDegrees.com in 1997[1]. Friendster in 2002 [10], and became part of the Internet mainstream. MySpace and LinkedIn a year later, Bebo, and Facebook[11], launched in 2004, has since become the largest social networking site in the world. Information system of social networking is that support interactions on a social network. Social media already highly influences our shopping, relationships, and education. Research suggests that most social networks primarily support pre-*existing so*cial relations. The users of social media intend to search for the people that they already knew than searching for the strangers.
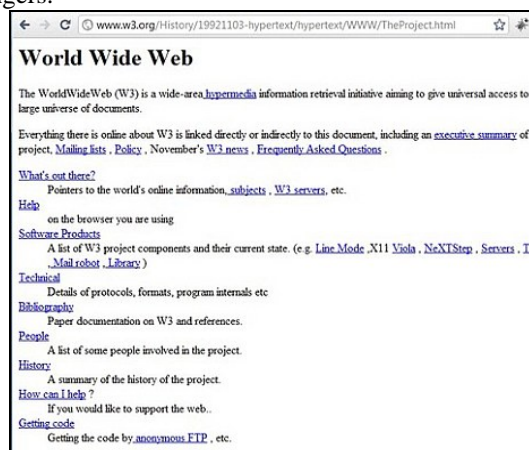

Fig. 1. First web site.

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WORLD INTERNET USAGE AND POPULATION STATISTICS
March 31, 2011

World Regions	Population (2011 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2011	Users % of Table
Africa	1,037,524,058	4,514,400	118,609,620	11.4 %	2,527.4 %	5.7 %
Asia	3,879,740,877	114,304,000	922,329,554	23.8 %	706.9 %	44.0 %
Europe	816,426,346	105,096,093	476,213,935	58.3 %	353.1 %	22.7 %
Middle East	216,258,843	3,284,800	68,553,666	31.7 %	1,987.0 %	3.3 %
North America	347,394,870	108,096,800	272,066,000	78.3 %	151.7 %	13.0 %
Latin America / Carib.	597,283,165	18,068,919	215,939,400	36.2 %	1,037.4 %	10.3 %
Oceania / Australia	35,426,995	7,620,480	21,293,830	60.1 %	179.4 %	1.0 %
WORLD TOTAL	6,930,055,154	360,985,492	2,095,006,005	30.2 %	480.4 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics are for March 31, 2011. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the US Census Bureau . (4) Internet usage information comes from data published by Nielsen Online, by the International Telecommunications Union, by GfK, local Regulators and other reliable sources. (5) For definitions, disclaimer, and navigation help, please refer to the Site Surfing Guide. (6) Information in this site may be cited, giving the due credit to www.internetworldstats.com. Copyright © 2001 - 2011, Miniwatts Marketing Group. All rights reserved worldwide.

Fig. 2. World internet usage and population statistics.

Widely accessible is the main objective why social networks are designed, creating a center of attention homogeneous populations initially, so it usual to come across groups using sites to separate themselves by nationality, age, educational level, or other factors that typically segment society [12]. Six core principles motivate the importance of social-media solutions and provide as the defining characteristics that make social media differ from other forms of communication and collaboration [13] are: 1. Participation: The achieve significant benefits from social media is by mobilizing the community to contribute. 2. Collective: People collect around the Facebook to contribute their profile information, share videos on YouTube. They collect around the content to contribute rather than individually create the content and distribute it. 3. Transparency: They get to see, use, reuse, augment, validate critique and rate each other's contributions. 4. Independence: The principle of independence means that any participant can contribute completely independent of any other participant. This is also called anytime, anyplace collaboration. 5. Persistence: With social media, the results of contributions are captured in a persistent state for others to view, share and augment. It differentiates social media from synchronous conversational interactions. 6. Emergence: The emergence principle embodies the recognition that the people cannot predict, model, design and control all human collaborative interactions and optimize them as they would a fixed business process.

Fig. 3 Social networking[2]

III. COMMUNICATION IS CHANGING

Instant messaging came along with even more interactive, the shorter length of messages and the style of the interaction are more conversational. Social network act as broadcast technologies, they transform communication from one-on-one conversations to little news programs: people can access and use it when they want an update or have something to say, and switch to other activities in between updates [14]. Thompson [15] calls this phenomenon social proprioception, They give a group of people a common sense of itself, making possible strange, interesting achievements of coordination.The social network also creates new means of communication. With Skype or Yahoo voice turn a computer webcam and headset into video phone. However, it is not say that this kind of communication offer the same contextual signals as face-to-face communication, they do not; but there is an new dimension to interaction; that does not happen in other online contexts. They can hear what the audience say about they wrote on the blogs. Social networking have become online meeting spaces with virtual environments like Second Life3 where users are residents can interact and express themselves with speaking avatar. These can offer the way to keep in touch with existing communities for example social and professional groups. It make possible for who would rarely to communicate or friends got together through internet. YouTube and Flickr show forum which is mean of sharing preference and popular culture. The users can browse video, music or pictures, add comments, upload and download files. These can break barrier of distant and social burden between colleagues, relatives, and friends. Many people are still learning how to use theses technology especially the elder; however, for the youth it is their nature already. The bottom line for the online communication means is the limitless. It is possible to use by anyone and anywhere.

IV. SOCIAL MEDIA FOR BUSINESSES

The University of Maryland looked at the relationship

[2] http://twittereffect.files.wordpress.com/2011/07/social-media-social-network.jpg

[3] http://secondlife.com/

between social media and small businesses and found that the technology adoption rates in the U.S. have *doubled* in the year 2011 from 12% to 24% [16]. The data comes from the university's third installment to its Small Business Success Index report and is based on a December 2009 telephone survey of 500 small business owners.

Fig. 4. Social proprioception[4]

The study concludes that nearly 1/5 small business owners are integrating social media into their business processes, Facebook and LinkedIn have become the predominant platforms for small business owners [17]. The small business owners who are using social media are primarily engaging in social media through company pages (75%) and status updates (69%) on Facebook or LinkedIn, build network through (57%), monitor feedback (54%), have a blog (39%), tweet (26%), use as customer services channel (16%) and others is 8%. What's especially intriguing is that a much smaller percentage of respondents just 16% are using Twitter as a customer service channel [17]. There is the survey results from the latest Software Insider "State of Social Business", 103 respondents identified 25 additional use cases that spanned across key enterprise business processes that impact functional areas, from external facing to internal facing[5] [18]: According to functional areas and impacted business processes, there are 43 use cases of social network for business with the top 20 of them[6]. The most uses case of social network is for service and support that have been use for reactive support (68.9%), and the second for support and resolution (64.1%). *"The 2008 Cone Business in Social Media Study presents the findings of an online survey conducted September 11-12, 2008 by Opinion Research Corporation among 1,092 adults comprising 525 men and 567 women 18 years of age and older. The margin of error associated with a sample of this size is ± 3%."*[7] *Cone Business in Social Media*[8] study indicates that "93% of Americans believe that a company should have a presence on social media sites and 85% believe that these companies should use these services to interact with consumers." When asked about specific types of interactions, Americans who use social media believe that: Companies should use social networks to solve my problems (43%), Companies should solicit feedback on their products and services (41%), Companies should develop new ways for consumers to interact with their brand (37%), Companies should market to consumers (25%).

We live in dynamic times, the key is to find the true for company and share them. New approach to internet-marketing, the approach introduced with social media, leans on the *4 Cs (Content, Context, Connection, Community=Social Media Marketing)* of marketing. Many education-based, and perhaps user generated content that is filtered, aggregated, and delivered in a context that makes it useful for people who are starving to make connections with people, products, and brands they can build a community around[6].

For the small media there is the summary sheet of Flowtown[9] indicate that social media play the significant role for marketing because they can capture the large amount of audience from all around the world as see in Fig. 5. The most popular social media audience size according to the survey of flowtown is Facebook(800 Million), Youtube(490 Million), Twitter(100 Million), Google+(62 Million), etc.
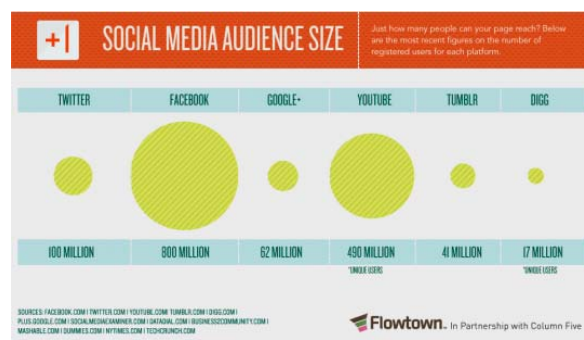

Fig.5. Social media audience size.

With Facebook and Twitter being the most well-known platforms and a great way to repeatedly support customer services and branding. But for a small business, managing the day-to-day operations can be exhausted for the business owners to keep them post all the times and for all the promotion events, so it can be a challenge to stay active and engaged. With Twitter, it is important to tweet, retweet, reply, mention, promo, and direct message—and that's just on one social media platform. There are tools like *Timely*[10] help them automate tweets, which are an effective ways to make best use of the business owner time and social media presence [21].

V. CONCLUSION

Social Media is a communications channel and not a marketing tactic [19]. Does social networking always work for business? Many businesses try to overdo; Twitter, Facebook, LinkedIn, Myspace, etc. The multiple updates are

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[4] http://www.wired.com/images/article/magazine /1507/st_thompson_f.jpg
[5] http://blog.softwareinsider.org/2011/08/28/research-summary-introducing-the-43-use-cases-for-social-business-social-enterprise/screen-shot-2011-08-28-at-12-39-09-am/
[6] http://blog.softwareinsider.org/wp-content/uploads/2011/08/Screen-shot-2011-08-28-at-1.33.42-AM.png
[7] http://www.coneinc.com/content1182
[8] http://www.readwriteweb.com/archives/ study_social_media_presence.php

[9] http://www.flowtown.com/blog/
[10] http://timely.is/#/

not always reaching different audiences, and it might be a misuse of social network and waste time. If company is simply targeting the same groups with the same messages, but in different locations, it is easy to get too personal, or too off-topic, when social networking, twittering, etc. And without realizing that sometimes company may make public more information than company wanted to, and once it has been shown on the social network, it might too late to take it back. The most important thing is to choose social networking that appropriate with company's goals without overuse social network to reach small amount of customers. Keys to successful application of social network is fully participation as a business and marketing strategy need regulation, automation routines and daily dedication [6]. One thing to keep in mind is that social network may be used to establish the long-term relationship and network of customers, not for directly creating the income. It should be used as the support marketing activities to the target customers. The breakdown of national's borders and cultural barriers is the most beneficial issue of social network. The organization should show news and pictures in real times, because it can gain attention and movements of the audience. The challenge is to support communication with the potential audience and market to them as organization would advertise to friends.

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