SOCIAL MEDIA AS TOOL OF COMMUNICATION

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Abstract

With the world in the middle of a social media revolution, it is more than evident that social media, such as Facebook, Twitter, Orkut, MySpace, Skype, etc., are commonly used for networking purposes. The online sharing of knowledge and information among different groups of people is one of the most important advantages of the use of social media. This online information sharing also encourages the improvement of communication skills among individuals, especially among learners/students in educational institutions. Not only have online tools and technology mediated communication in numerous ways, but as a result, the very ways we connect and even the ways we speak and think about communication are evolving. Social networking has the ability, both on an interpersonal and a group level, to radically shift the character of our social lives.

Keywords: *Branding, Communication tool, publicity, Social media, Social media tools.*

I. INTRODUCTION

The word Social Media refers to the use of web-based and mobile technology in an immersive conversation to transform communication. Social networking takes many different types, including magazines, web forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or photos, videos, reviews, and social bookmarking. With the world in the middle of a revolution in social media, it is more than evident that social media is used widely for networking purposes. This mode of communication can be with an entity or a group of individuals. Today, most individuals, particularly young people, are connected to various social media to stay in touch with their peers. As a superset beyond social communication, social media is social contact media [1]. The use of social media has pros and cons. The online exchange of knowledge and information between different groups of people is one of the most significant advantages. This online information sharing also encourages the improvement of communication skills among individuals, especially among learners/students in educational institutions. The use of social media platforms often has a flip-side. Often, people misuse such instruments, which lead to interference with one's privacy. Such cases can lead to dangerous proportions, taking into account the ethical aspect of such media use [2].

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The tools of social media have virtually brought people close to each other, especially those living in faraway places. However, it has been observed these days that most business houses often participate in social networking when promoting their goods and services. Quite often, company groups' head honchos aim to maintain a healthy relationship with their trusted clients. Social networking platforms are now seen as a promising form of advertisement that needs to be adopted by any brand. In an online world, social media as a means of marketing leads to a positive and direct interaction between brands and their public through its immediacy [3]. This immediacy provides the public with the opportunity to be present, to connect, to impact and sustain a stronger brand role. Companies are constantly reaching out to their consumers through the social Web to exchange messages about what they have to offer, in addition to using social media to track discussions about their business, rivals, and products. In reality, social media is changing the way companies connect with the many social resources available today that are very cost-effective compared to conventional methods such as email and online advertising. Blog posts and tweets enable companies to develop communities, provide quick feedback or support, and promote their goods and services. This paper primarily attempts to explore the impact of social media development and its societal consequences. This paper also seeks to discover the value of social media as a networking method [4].

In order to transform contact into an open conversation, the term Social Media refers to the use of web-based and mobile technologies. Social media is, in the words of Andreas Kaplan and Michael Haenlein, "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Social media is a superset of social interaction media outside social communication [5]. Enabled by ubiquitously open and flexible communication methods, the way organizations, groups, and people interact has been dramatically changed by social media.

Social networking takes many different types, including magazines, web forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or photos, videos, reviews, and social bookmarking. Kaplan and Haenlein developed a classification scheme for various social media styles in their 2010 Market Horizons article by applying a collection of theories in the field of media analysis (social presence, media richness) and social processes (self-presentation, self-disclosure). Six different kinds of social media are available, according to Kaplan and Haenlein: collaborative projects (e.g. Wikipedia), blogs and micro blogs (e.g. Twitter), content communities (e.g. Youtube), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft) and virtual social worlds (e.g. Second Life). Technologies include: blogs, image sharing, vlogs, wall posts, email, instant messaging, music sharing, IP voice and crowdsourcing, to name a few. Via social network aggregation networks, many of these social media sites can be combined [6].

II.   HISTORY OF SOCIAL MEDIA

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When people think of social media, people primarily think of Twitter and Facebook. Nevertheless, it is more than that in fact. Both audio and visual were likely the first ways to transmit messages over long distances. In ancient China, Egypt, and Greece, people used to relay smoke signals by day, and beacon fires by night. Drums have been used to expand the range of the human voice for contact in many parts of the world as well. During 550 BC, when the daily postal system was developed in Iran, where horse riders and horse-drawn wagons carried mail, the seeds of social media were sown. Usually, mail consisted of governmental dispatches and was delivered from one place to another [7].

Classification of Social media

Social networking sites: A social networking site offers a web-based forum to create social networks or people-to-people social connections, such as shared interests or activities. They provide a means of communicating via the internet, email, and even cell phones now. The most popular websites offering social networking currently are MySpace (started in 2003), LinkedIn (started in 2003), Facebook (started in 2004) and Twitter (started in 2006). A social networking platform will make it possible for a user to create online profiles or personal homepages and build up a social network. The profile page thus created is like the customized website of the user and includes user profile information such as gender, religion, orientation, interests, birthplace, current location, marital status, liked books, etc. As the user wishes, the page can be personalized and include video clips, music files or images on their page. A list of friends forming the user's network is also included on the tab. Typically, these contacts are true friends, acquaintances, and even strangers, who might have submitted a request to a friend and have been included in their list by the user [8].

Content generating and sharing sites: For different topics, these sites act as information sources. This category includes photo-sharing sites such as Flicker.com, Picasaweb.google.com, video sharing sites such as youtube.com, slide sharing sites such as slideshare.com, document sharing sites such as docstoc.com, etc. Such pages serve as free content for all internet users. Users can, without any charge, search for content, download and use the content available on these sites. The content is created by the users as well. Crowdsourcing is also known as this form of user generated content. You can post and upload video and power point presentations to YouTube and Slide share. This is a major advantage to most of the people who are unable to get access to the educational resources [9].

Blogs

A blog (derived from the word weblog) is an online journal where an individual, group, or corporation presents a record of activities, thoughts, or beliefs. Wordpress.com, Blogspot.com, and blogger.com. There are many websites that allow users to create blogs without paying any charge. On these websites, anyone can create a blog, and anyone can access these blogs by typing the web address or URL (Uniform Resource Locator). Micro blogging is another

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common sub category of blogs. A micro blogging site is like any blog, except that it restricts the number of words in a single post that can be written. An example of micro blogging is Twitter.com [10].

Social networking provides a number of ways by which we can connect with individuals. In reality, it is understood that social media has also been used extensively in the field of education. The essence of contact has experienced a major shift over the last 30 years and it is still evolving. The way people stay in contact has had a profound influence on e-mail. Communications are shorter and more frequent than when the standard was letters and there has been a substantial decrease in response time. Another type of interaction has been generated through instant messaging, one where the length of messages is shorter and the interaction style is more conversational. Broadcast technologies such as Twitter turn these brief contact bursts from one-on-one conversations to small news (or trivia) programmers: anytime we want an update or have anything to say, people can tune it.

III.   CONCLUSION & DISCUSSION

Online collaboration becomes simple as social media technologies promote it. For example, students may collaborate on team projects. Learners will co-draft papers, spreadsheets, presentation slides and more with Google Docs in the same study groups. Through using blogs as additional teaching/learning tools, faculty members are dependent on the increasing popularity of blogging and micro-blogging. Social media offer easy, inexpensive ways to coordinate participants, organize meetings, disseminate data, and gauge views. When more structures evolve, the capacity of communities to mobilize and engage in collective action, a cornerstone of civil society will become greater. For building social authority, social media can be effective; individuals or organizations can establish themselves as experts in their fields, and then they can start influencing these fields. Thus, one of the basic principles of social media is that one cannot totally monitor one's message with social media, but one can add to discourses. The applications of social media are capable of attracting people all over the world.

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