COM 233 NEW MEDIA & TECHNOLOGY - UEW

SOCIAL MEDIA (WEB 2.0)



Dr. Mavis Amo-Mensah
Ms. Belinda Osei-Mensah

Outline

- Introduction to social media, Web 2.0 & UGC
- Social media types and tools
- Value of social media
- Social media business/Career
- Social media ethic/policy
- *Think social*– end of semester project discussion and reading assignment

OVERVIEW OF SOCIAL MEDIA

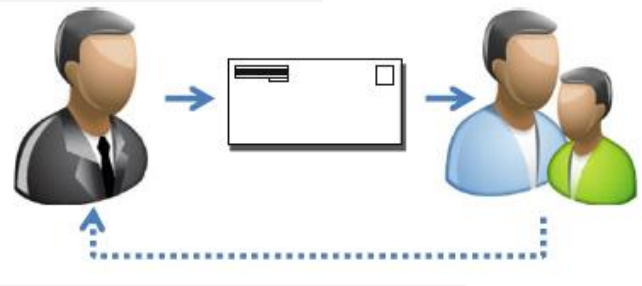
- Computer-mediated technology (CMC) and the internet have ensured that online users reach new **levels of connectedness** through **social media**
  - What is actually meant by social media ? What are the main concepts of social media ?
  - Social media are associated with the concepts of second generation of web or **Web 2.0** and **User generated content**

- Web 2.0 refers to the use of the internet to **create content**, **share** and **collaborate** among online users OR
  - A platform that allows online content and applications to be modified by all users in a participatory and collaborative manner (Kaplan & Haenlein, 2010)

CONCEPT OF WEB 2.0

- **Web 2.0 follows Web 1.0**
- The internet was initially limited to providing information as a **one-way communication in Web 1.0 (read only)**, while Web 2.0 is the second generation of the internet with **multi-way communication (read-write)**
  - Web 3.0 (intelligent web, **AI**) and Web 4.0 (symbiotic web, Internet of things **IoT**) are the future ways of using the internet and social media

Traditional communication model



New communication model - networks



CONCEPT OF USER-GENERATED CONTENT (UGC)

- Web 2.0 allows users to create and share content or to 'generate' content
  - UGC is the sum of all ways in which online users make use of social media or the content that is generated by internet users.
  - **UGC = content created by end-user + publicly available** (Webopedia, 2014)
  - UGC has made users **CO-CREATORS** or **PROSUMERS, ie, CONSUMERS + PRODUCERS**

- Do you classify **merely sharing content** as a UGC action and why?

CONCEPT OF SOCIAL MEDIA

- What is social media?
  - "Social media is an **umbrella term** that refers to **tools, services** and **applications** that allow people to interact with others using **networked technologies**"
  - A group of internet based applications that build on foundations of Web 2.0 and allow the creation and exchange of UGC (Kaplan & Haenlein, 2010)
  - Social media are web-based tools that allow users to connect, interact, and create, share and consume content; SM enables us to **build online relationships and exchange media**

TERMS IN SOCIAL MEDIA

- **Social networking** – is the **act/process of engaging people** with common interests who associate together and build relationships through **community**

- **Social network** – refers to **tools** or **communities** that are **mediated** through social **networking sites or applications** like Facebook, Twitter, LinkedIn, TikTok etc

SOCIAL MEDIA TYPES AND TOOLS

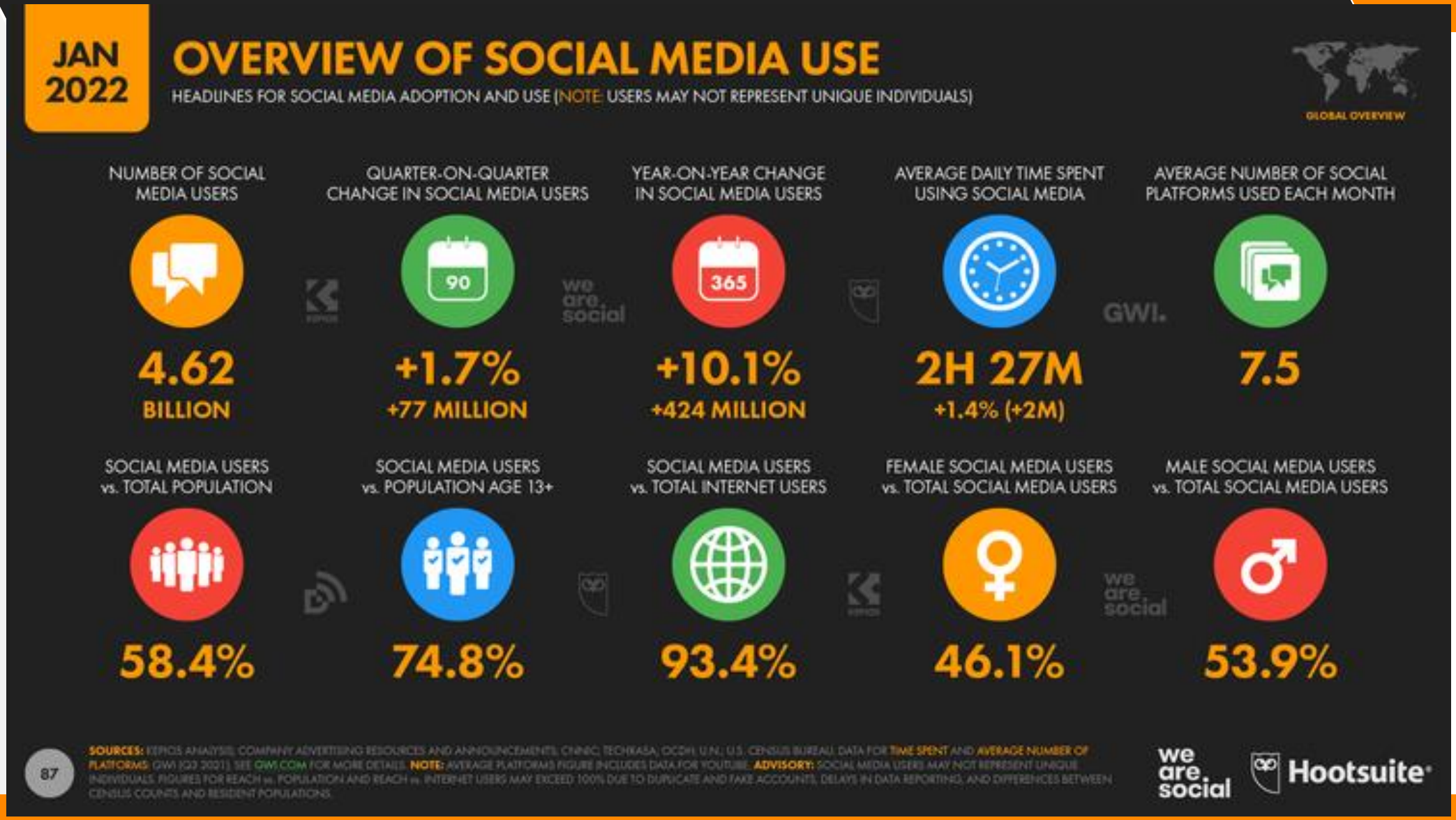
Source: Safko and Brake (2009)

Social media types	Examples of social media tools per type
1/ Social communities	1/ Facebook™, LinkedIn™, Google+™, Yammer™
2/ Social text publishing tools	2/ Blogs, Wikipedia™, Slideshare™, Quora™
3/ Microblogging tools	3/ Twitter™, Tumblr™
4/ Social photo publishing tools	4/ Pinterest™, Instagram™, Flickr™, Picasa™
5/ Social audio publishing tools	5/ Spotify™, iTunes™, Podcast.com **Club House, Twitter Spaces**
6/ Social video publishing tools	6/ YouTube™, Vimeo™, Vine™ **TikTok**
7/ Social gaming tools	7/ World of Warcraft™
8/ RSS	8/ RSS 2.0, Google™ FeedBurner
9/ Live casting tools **or streaming**	9/ Live365, Justin.tv **Facebook Live, Instagram TV, TikTok Live**
10/ Virtual worlds	10/ Second Life™, Kaneva™
11/ Mobile tools **or Maps**	11/ Foursquare™, Swarm™ **Google Maps, GhanaPost GPS**
12/ Productivity tools	12/ SurveyMonkey™, Google™ Docs, Doodle™
13/ Aggregators	13/ MyYahoo!™, iGoogle™ (until November 2013)

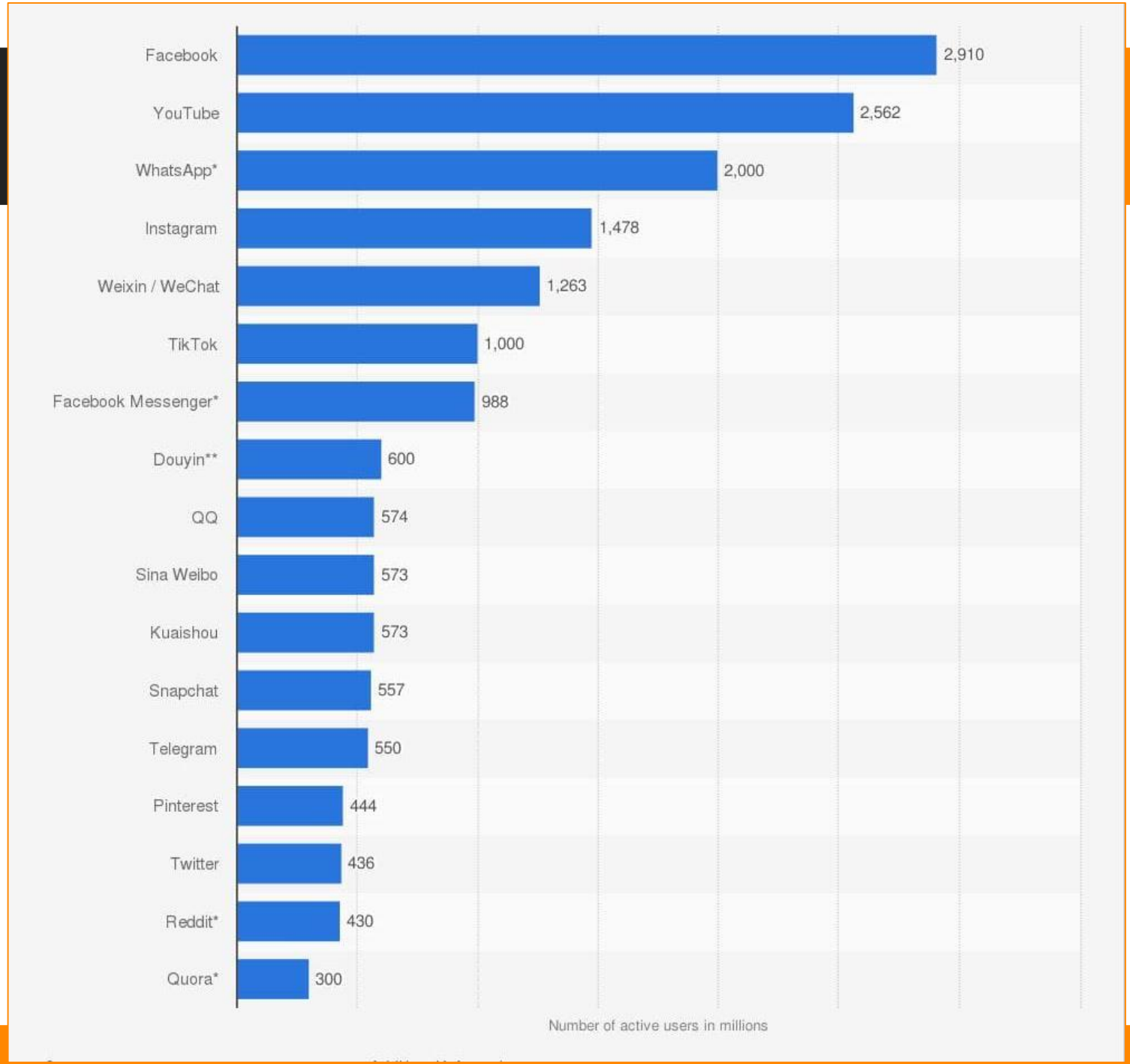
14/ Video Communication tools – Zoom, Google Meet, Microsoft Teams

15/ Social Learning tools – UEW Vclass, Moodle, Google Classroom,

SOURCE: https://datareportal.com/social-media-users



- **Most popular** social networks (Statista.com, January 2022)
- Number of monthly active users



PURPOSE OF SOCIAL MEDIA (SM)

- Social media types and tools should be **selected according to the social media strategy** which is based on the organisation's mission and business objectives
  - For example: monitor the various social media pages of big brands in Ghana. What do they use their SM pages for and what content do they generate ?
- In general, SM can be used: (1) for communicating (2) for collaborating, (3) for education and (4) for entertaining (Safko & Brake, 2009) or for presence, relationship, identity, sharing, reputation, conversation and groups (Kietzman et al, 2011)

VALUE OF SOCIAL MEDIA

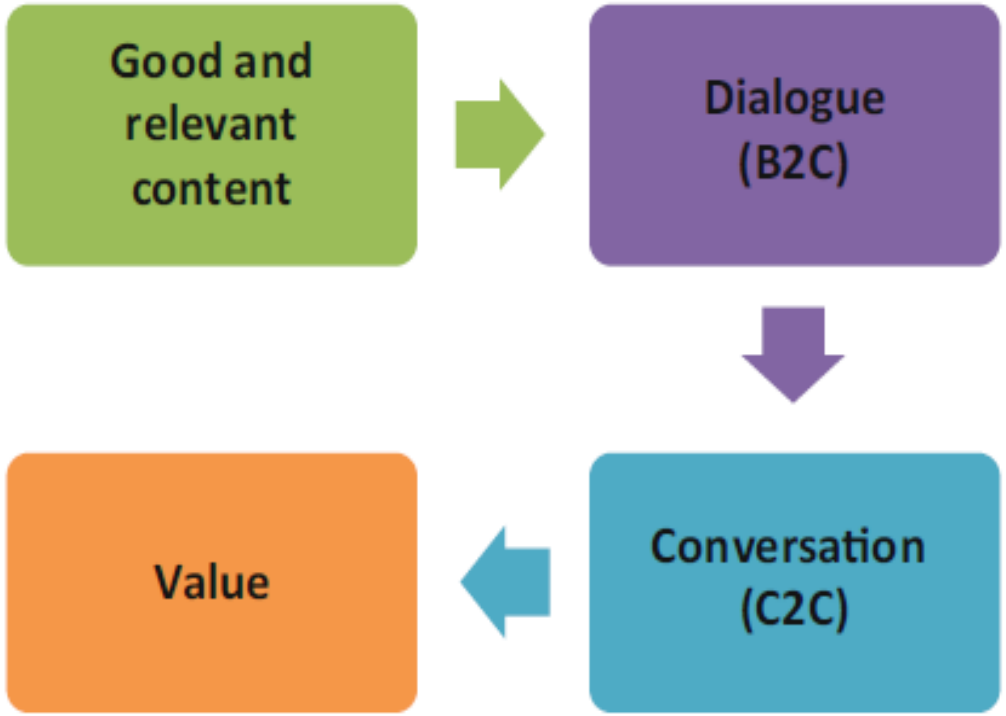
- Social media are omnipresent and influences an organisation's relationships by reaching its consumers through the creation of business value
  - The major value creation factor for social media is **CONTENT**
  - The more **relevant** SM content is to people, the more likely they will **share** and **talk** about it, which may lead to creation of business value

- On SM, a dialogue begins between two parties, eg: formal business to business **(B2B)** communication and evolve towards conversations with other parties like **C2C** (informal consumer to consumer communication)

CONTENT VALUE ON SOCIAL MEDIA

To begin you must pay attention to:

- Content management – creating good and relevant content of value for business. eg video, audio, multimedia
- Conversation management – to properly communicate with customers and prospects
- Knowledge management – to gather information about customers and prospects to determine what they find relevant for future marketing efforts
- Community management – to manage SM initiatives or build network of consumers



THE BUSINESS/CAREERS OF SOCIAL MEDIA

- Social media content can be generated by (1) content creators (out sourced) (2) organisations in-house social media team
  - SM officers are hired because of their understanding of marketing principle, knowledge about the business and are social media savvy (great writer and storyteller)
  - **Business title –** social media officer/manager/director, community manager, social media strategist, social media consultant, brand manager, social media analyst, digital marketing specialist
  - **Role** – responsible and accountable for all social media initiatives in the organisation
  - Designs and implements social media strategy of the organisation (B2B, B2C, C2C)

…

Which social media platform would you advise for the following situations and which ones would you rather not? Explain why

Product feedback – eg: advertising a new fruit drink
Crisis management – eg: Ideal Milk curdle issue
Event promotion
Recruiting employees based on their online profiles
Live streaming an event
Customer service

LEGAL AND ETHICAL ISSUES IN SOCIAL MEDIA

- Communicators must regard the legal and ethical use of social media in an organisation and personally

- **Offer disclaimers if you must (below)**

Some non-ethical behavior of content management – Ghost posting, fake customer reviews, revealing business information online, insulting clients, vitriol comments, posting obscene photos, using clickbait's headlines

Example for social media posts in general: "Hello! My name is Valentina and I work for organization XYZ." "These posts are my own, not those of organization XYZ."
Example for a blog sponsored by organization XYZ: "Some of the authors contributing to this site, [including the moderators,] work for organization XYZ. Opinions expressed here and in any corresponding comments are the personal opinions of the original authors, not those of organization XYZ."
Example for a third-party blog: "The opinions expressed in this blog are my own views and not those of organization XYZ." or "I received product X or information Y from Organization ABC. #paid"
Example for the personal blog of an employee (Borremans 2013): "This blog is a personal blog written and edited by myself. For questions about this blog, please contact me.



ADVANTAGES OF USING SOCIAL MEDIA

1. Users have the opportunity of reaching a large audience quickly
2. social media enables access to information, enhances global communication and a source of entertainment
3. Ensures direct connectivity with customers and get feedback from them
4. Facilitates collaboration and builds relationships
5. Mobilizes constituents around issues of importance to bring about advocacy e.g. online activism like fix the country
6. Increase awareness for brands and organisations
7. Drives traffic to your website



DISADVANTAGE OF USING SOCIALMEDIA

1. Online interaction is very different from face-to-face interaction because it lacks the **non-verbal cues** which many reduce the extent of communication that occurs.

2. There is the possibility of **receiving negative feedback** – this can spread rapidly and be destructive like cyberbullying, online crisis



THANKS!



Any questions?

Reading assignment: Pages 3-12

Share This – Social Media Handbook For PR Professionals (CIPR, 2012) – changing media changing PR