

1: List of social networking websites - Wikipedia

What are the benefits of using social media for business? Consider that there are now more than 3 billion using social networks across the globe. And these people are using social to engage with brands. Sherpa Marketing found that more people follow brands on social media than follow celebrities. On.

Social media networks are a major resource for both small and big businesses that are looking to promote their brands on the Internet. And figuring out the most popular social media sites for the audience you are trying to reach is extremely important. To properly utilize the power of social media, you need to know the most popular social media sites and identify the ones that work best for your business to avoid spreading yourself too thin. The platforms are easy to use and some of them even have paid advertising options for businesses that want to reach new audiences. To make this easy for you, we profiled 20 of the most popular social media sites so you can make informed marketing decisions.

Most Popular Social Media Sites

Facebook This is the biggest social media network on the Internet, both in terms of total number of users and name recognition. Founded on February 4, 2004, Facebook has within 12 years managed to accumulate more than 1 billion users. It is estimated that more than 1 million small and medium-sized businesses use the platform to advertise their business.

Twitter You might be thinking that limiting your posts to 140 characters is no way to advertise your business, but you will be shocked to know that this social media platform has more than 200 million active monthly users who make use of the character limit to pass on information. Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.

LinkedIn Founded on December 14, 2003, and launched on May 5, 2004, LinkedIn is hands-down the most popular social media site for professional networking. The website is available in 24 languages and has over 100 million registered users. LinkedIn is great for people looking to connect with people in similar industries, networking with local professionals and displaying business related information and statistics. Its SEO value alone makes it a must-use tool for any small business.

YouTube YouTube is the largest and most popular video-based social media website. It was founded on February 14, 2005, by three former PayPal employees. YouTube has over 1 billion website visitors per month and is the second most popular search engine behind Google.

Pinterest Launched in March 2010, Pinterest is a relatively newcomer in the social media arena. This platform consists of digital bulletin boards where businesses can pin their content. Pinterest announced in September 2010 that it had acquired 10 million users. Small businesses whose target audience is mostly made up of women should definitely invest in Pinterest as more than half of its visitors are women.

Instagram Like Pinterest, Instagram is a visual social media platform. The site, launched on October 6, 2010, has more than 100 million active users and is owned by Facebook. Many of its users use it to post information about travel, fashion, food, art and similar subjects. The platform is also distinguished by its unique filters together with video and photo editing features. Almost 95 percent of Instagram users also use Facebook. The platform allows several different post formats, including quote posts, chat posts, video and photo posts as well as audio posts, so you are never limited in the type of content that you can share.

Like Twitter, reblogging, which is more like retweeting, is quick and easy. The social networking website was founded by David Karp in February 2005 and currently hosts more than 100 million blogs. The platform is popular with users who share and embed photographs. As of October last year, Flickr had more than 100 million users and had its footprint in more than 63 countries. An average of a million photos are shared daily on Flickr.

Reddit This is a social news and entertainment networking website where registered users can submit content such as direct links and text posts. Submissions with the most positive votes appear in the top category or main page. A decade later, the site boasts more than 36 million registered accounts and 100 million monthly visitors.

Snapchat Snapchat is an image messaging application software product that was created by Reggie Brown, Evan Spiegel and Bobby Murphy when they were students at Stanford University. The app was officially released in September 2011, and within a short span of time they have grown immensely registering an average of 10 million daily active users as of May 2012. More than 18 percent of all social media users use Snapchat. The app relies on the Internet to send images, texts, documents, audio and video messages to

other users that have the app installed on their devices. Today, more than 1 billion people use the service to communicate with their friends, loved ones and even customers. Quora Capitalizing upon human curiosity is an ingenious idea that would lead to the creation and launch of Quora in June, Vine With over 40 million users, Vine is a rapidly growing video sharing social media app that allows users to share 6-second video clips with their followers. While this looks like a really short time for a video, businesses of all sizes are having tremendous success using the service. Vine was founded in June and later acquired by Twitter in October, just before its official launch. Periscope Periscope is a live video streaming mobile app that was developed by Joe Bernstein and Kayvon Beykpour. BizSugar BizSugar is a social networking platform and niche resource for small business owners, entrepreneurs and managers. The platform allows users to share videos, articles, blog posts, podcast among other content. It also allows users to view and vote on submissions by other members. StumbleUpon StumbleUpon is a discovery engine that finds and recommends content for its users. Come June 30, , it will be moving to Mix. More than 25 million people use StumbleUpon for entertainment and information. It is now an independent, investor-backed startup once again. Delicious This is a social bookmarking web service for discovering, storing and sharing web bookmarks. By the end of , Delicious claimed that it had bookmarked million URLs and acquired more than 5. In January this year, Delicious Media said that it had acquired the service. Digg Founded more than a decade ago November , Digg is a news aggregator with a curated front page that selects stories specifically for the Internet audience, The topics vary widely from trending political issues to science to viral Internet issues and anything in between. Digg supports sharing of content to other social media platforms such as Facebook and Twitter. In , the company claimed that it had about 11 million active monthly users. As of April , Viber had accrued close to million registered users and monthly active users. Which social media site is your favorite?

2: 7 Step Social Media Marketing Strategy for | Sprout Social

Facebook. Even with recent leaks and negative press, Facebook is still the most popular social media network, and every business should have a Facebook page. When used correctly, a Facebook page.

What are the benefits of using social media for business? Consider that there are now more than 3 billion using social networks across the globe. And these people are using social to engage with brands. Sherpa Marketing found that more people follow brands on social media than follow celebrities. On Instagram alone 80 percent of people follow at least one business. Get the step-by-step social media strategy guide with pro tips on how to grow your social media presence. Benefits of social media for brand building 1. Think people only connect with brands they already know on social media? Consider that 60 percent of Instagram users say they discover new products on the platform. When Absolut Vodka ran an Instagram campaign to promote its limited edition Spark bottle, the company achieved a five-point lift in brand awareness. How are you embracing your brand values? Do you even have brand values? How are you looking out for the best interests of your customers and employees? Does your product really work? The ability to create real human connection is one of the key benefits of social media for business. We call these Meaningful Relationship Moments. Introduce your followers to the people who make up your company and showcase how existing customers are using and benefiting from your products. A social media advocacy program can be a great way to humanize your brand. Establish your brand as a thought leader No matter what industry your business is in, social media offers the opportunity to establish your brand as a thought leader—the go-to source for information on topics related to your niche. Like brand advocacy, thought leadership is a great way to build consumer trust. In fact, LinkedIn research in partnership with Edelman shows that marketers underestimate just how much thought leadership can impact trust, especially for B2B marketers. About half of B2B marketers surveyed believed their thought leadership would build trust in their companies. However, more than 80 percent of buyers said thought leadership builds trust. The Edelman Trust Barometer also found that 63 percent of people trust technical experts, compared to only 42 percent of people who trust businesses. LinkedIn —particularly the LinkedIn Publishing Platform—is a great social network to focus on when aiming to establish yourself as a thought leader. Stay top of mind Most social media users log into their accounts at least once per day, according to Pew Research Center , and many people are checking social multiple times per day. Social media gives you to the opportunity to connect with fans and followers every time they log in. Benefits of social media for growth 5. Increase website traffic Social media posts and ads are key ways to drive traffic to your website. Sharing great content from your blog or website to your social channels is a great way to get readers as soon as you publish a new post Participating in social chats—like the weekly HootChat on Twitter—can also be a great way to increase your visibility, get attention from new people, showcase your expertise, and drive traffic to your website. Curating content helps you: HootChat —UpContent getupcontent April 19, Offer great value in the chat, rather than being too promotional. Just make sure your website address is included in all of your social media profiles so that people who want to learn more about you can do so with one easy click. Generate leads Social media offers an easy and low-commitment way for potential customers to express interest in your business and your products. Lead generation is such an important benefit of social media for business that many social networks offer advertising formats specifically designed to collect leads. For example, Renault Europe used Facebook lead ads that allowed people interested in learning more about a new model to book a test drive directly from Facebook, with just a couple of taps. The ads had a 7. Boost sales No matter what you sell, social media can help you sell it. Your social accounts are a critical part of your sales funnel —the process through which a new contact becomes a customer. As the number of people using social media continues to grow and social sales tools evolve, social networks will become increasingly important for product search and ecommerce. The time is right to align your social marketing and sales goals. For individual sales professionals, social selling is already a critical tool. Partner with influencers Word of mouth drives 20 to 50 percent of purchasing decisions. When you get people talking about your product or company on social media, you build brand awareness and

credibility, and set yourself up for more sales. One key way to drive social word of mouth is to partner with influencers – people who have a large following on social media and can draw the attention of that following to your brand. Research from Nielsen, Carat, and YouTube shows that collaborating with an influencer can give your brand four times more lift in brand familiarity than collaborating with a celebrity. Benefits of social media for content creation and distribution

9. Promote content

Promoting your content on social channels is a great way to get your smart, well-researched content in front of new people, proving your expertise and growing your audience. For example, Adobe used LinkedIn Sponsored Content to showcase its research, including infographics and videos. To maximize the social media for business benefits, make sure to have a content marketing plan in place.

Go viral

As people start liking, commenting on, and sharing your social posts, your content is exposed to new audiences – their friends and followers. Going viral takes this concept one step further. As people share your content with their networks, and their networks follow suit, your content spreads across the internet, getting thousands or even millions of shares. This exposure is especially beneficial because all those shares, likes, and comments show an existing connection with your brand. Going viral is no easy task, of course, but without social media it would be next to impossible.

Source content

There are two key ways businesses can source content on social media: Ask your followers what they want, or engage in social listening, to come up with ideas for content you can create yourself.

Source material for posts:

Create a contest or use a hashtag to source user-generated content (UGC) you can share. Getting your followers involved can build excitement about your brand while also providing you with a library of social posts to share over time. Just how much content can you get through a UGC campaign? Check out the wanderlustcontest hashtag from National Geographic, which has generated more than 60, posts.

Benefits of social media for communication

If you and your team are on the ball, you can pick up on important social posts about your brand to highlight the positive and address the negative before it turns into a major issue. Be sure to share your side of the story in a polite, professional way. Someone singing your praises? Send them plenty of thanks and draw attention to their kind words.

Crisis communication

When a Philadelphia Starbucks store had two black men arrested, the hashtag *BoycottStarbucks* went viral, and fast. The hashtag was used more than 1,000 times in just three days. That is officially a crisis. Starbucks, to its credit, responded quickly. We apologize to the two individuals and our customers for what took place at our Philadelphia store on Thursday. It remains to be seen what the long-term effects of this incident will be for the Starbucks brand, but the consequences would almost certainly been worse if the company had not responded quickly and appropriately on social media. Does your company have a plan in place for dealing with a crisis? While smaller brands may not have a crisis blow up to such a large scale, a smaller number of shares can have a devastating impact within a tight-knit community or niche. Silence is not an option when it comes to responding to crises on social media.

Customer and audience engagement

Social networks give you the opportunity to interact directly with customers and fans, and likewise give them the chance to interact directly with your brand. Unlike traditional media, which offers only one-way communication, social media is a two-way street. If you want customers and followers to be engaged, you have to be engaged yourself.

3: The Advantages of Social Networking Promoting a Business | www.enganchecubano.com

Social networking allows you to reach out to potential customers without spending exorbitant amounts of money on advertising while staying in touch with current customers. Having a presence on a.

Social Media for Business: With almost 70 percent of Americans on social media, your social media campaigns can reach a lot of people. To pick the best social media network for your business, learn about the top channels and how to use them for business. Here are the basics you should know about the most popular social media platforms. Looking for information on social media marketing services for your business? Use the questionnaire below, and get quickly connected to our vendor partners to learn more about a customized strategy and pricing for your business: When used correctly, a Facebook page can be invaluable to small businesses. You can use Facebook to share everything from photos to important company updates. With a business account, you have access to powerful advertising tools and in-depth analytics. Business pages also have a lot of customization options, and you can highlight information such as your contact information, hours of operation, the products and services you offer, and much more. From Instagram Live to Instagram Stories, there is no shortage of tools businesses can use to promote their services and products. More artistic niches tend to excel on Instagram, and it may not be the best fit for your business, depending on your industry. Other companies use this platform to handle customer services because customers who are also active on the platform will seek out companies to express concerns or share praise. If you have interesting content, Twitter is a great tool for quickly spreading the word. Hashtags help boost posts, and if a user with a lot of followers retweets you, your content could go viral. For example, a personal user might have a food board dedicated to pinning recipes, another board dedicated to photography, and so on. The platform also has a series of special types of pins called Rich Pins, which brands can use to add specific information to their pins, like product details and even location maps. Every pin includes an image or video. Pinterest is great for niche businesses but may not be for every company. Popular categories on the site are DIY projects, fashion, exercise, beauty, photography and food. The app has expanded to include chat, messaging, image storage, events and media content. Now, content can easily be saved and uploaded elsewhere. Because posts are temporary, there is less pressure to create super-polished content. You can also see how many and which specific users viewed your story. Now owned by Google, the site is a huge hub for news and entertainment. Many businesses on YouTube have a creative, visual or educational component. Often, businesses partner with YouTubers for product placement, because these users already have engaged audiences. LinkedIn is a great platform for finding top talent, painting yourself as an industry leader and promoting your business. LinkedIn is designed to be more professional than other social media platforms. She is the social media strategist for Business. She also writes reviews and articles about social media. She loves reading and her beagle mix, Millie. Reach her by email , or follow her on Twitter.

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LinkedIn is the most popular business social network and one of the most recognizable social networks in the world. Focused on helping professionals maintain their list of connections, LinkedIn also provides invaluable information on companies and is a great resource for job seekers and for filling.

Email Last Updated Sep 15, 1: Online networks can help you hire the right people, market your product or even find a manufacturer. Here are four professionals who used social networks to change the game. Finding Unexpected Collaborators within3. Saverio Gentile, a visiting fellow in the neurobiology laboratory at the National Institute of Environmental Health Sciences, had been using within3. Working together, Gentile and his newfound colleagues, Elaine Gay and Jerrel Yakel, discovered a possible mechanism that can explain why nicotine receptors work the wrong way when associated with congenital myasthenia gravis, a hereditary disease that causes severe muscle fatigue. Since gathering further data on the breakthrough, the group has been selected to deliver a paper on the subject at a Society for Neuroscience convention in November. LinkedIn, Facebook, Flickr Tactic: When Nick Kellet got in touch with a former co-worker through LinkedIn, he was interested to hear that she was teaching Chinese to the inventors of the board game Cranium to help them work with their factory in China. His friend arranged an introduction to the factory owners in Shanghai, and soon Kellet had a manufacturer for his game. Next he turned to photo-sharing site Flickr and found images from more than different photographers that he could legally use for his game. The long hours online paid off. Games Magazine declared GiftTRAP the best party game of ; it has been translated into eight languages and is now in its third print run. Finding Talent in the Trenches Tools: LaunchSquad, a San Francisco PR firm working with freshly minted startups, has used social media to find potential job candidates who are skilled social networkers. The firm contacted Soto, interviewed her, and ultimately offered her a position, which Soto happily accepted. Viral Marketing on the Cheap Tools: Facebook, MySpace, and Twitter Tactic: When Jennifer Wakefield of the Metro Orlando Economic Development Commission began social networking, she knew that film and media would be her target. She created profiles for metro Orlando on both MySpace and Facebook , sites popular with film and entertainment professionals. Wakefield reports that more eyes are already on Orlando: The number of producers scouting the Florida metropolis is up by 70 percent over last year.

5: The Advantages of Social Networking in Business | Bizfluent

While LinkedIn may be the leader in social networking for professionals, there are a variety of other networks that allow for community and networking in different ways.

Having a presence on a popular social network suggests to people that your business is on the cutting edge or at least is able to keep up with the changing times. Using social networking to promote your business has many advantages but also requires some dedication and work on your part. Connecting with Current Customers Using a social network allows you to connect with or "friend" those who already make use of your services. Convince current customers to join your network by posting a flier about it at your place of business. Print the web address of your preferred network on your next batch of business cards. If you run a store, slip small postcards in shopping bags when customers purchase something, encouraging them to find your business on your network of choice. Depending on the network you use, current customers can "check in" at your business whenever they visit, letting others know that they are there and spreading the word about your company. Finding New Customers A social network gives you the chance to reach out to new customers, as well. One way to use your social network to find new customers is to reach out to current ones. Tweet or post on your wall, offering a special discount to current customers for every new person who follows or likes your business. Also offer new friends or followers a discount on your services if they join your network. Open Communication A social network lets you inform friends or followers of secret sales or special offers quickly and simply. It also allows customers to contact you easily. If a customer has an issue, she can post on your wall or write a short message explaining the problem. This allows you to respond quickly and attempt to ameliorate the situation. Customers also can post positive experiences with your company on your page, which is one of the best types of advertising. You also can use the site to ask your customers what they like and dislike about your company or about the world in general. Costs Almost all social networking sites are free to use and put you in direct contact with potential customers without you having to pay a penny. You may only need to send an email to current customers, asking them to join, follow, like or friend you, to get things under way. If you have a small budget for advertising, you may wish to purchase an advertisement that appears on the social networking site. Usually the cost of an online advertisement is less than an advertisement in print or television.

6: BNI: Business Network International | Business Networking

The most obvious opportunity is to generate revenue. This can be done through building a community or advertising your products or services within the social media platform. If you choose to advertise in social media, the ads can either link back to your business' social media page or sometimes to.

Read More – Identifying Customer Demographics While the demographics data above gives you insight into each channel, what about your own customers? Further analysis has to be completed before you can truly know your customer demographics on social media. Most brands today are using at least some sort of dashboard. However, does your dashboard address your specific goals? Sprout Social prides itself on the in-depth and essential demographics data for your social networks to help you identify your customers. Learn more with a free day trial to uncover crucial data with Sprout! Vanity metrics like follower count and likes are always good to measure, but does it tell you the whole story of your brand on social media? Large audiences and likable content is absolutely great, but here are some other metrics you might want to pursue in Post reach is the number of unique users who saw your post. How far is your content spreading across social? This is the amount of clicks on your content, company name or logo. Link clicks are critical toward understanding how users move through your marketing funnel. Tracking clicks per campaign is essential to understand what drives curiosity or encourages people to buy. The total number of social interactions divided by number of impressions. This sheds light on how well your audience perceives you and their willingness to interact. What were your most used hashtags on your own side? Which hashtags were most associated with your brand? Or what hashtags created the most engagement? This is the measurement of how users reacted to your content, brand or hashtag. Did customers find your recent campaign offensive? What type of sentiment are people associating with your campaign hashtag? Organic and paid likes: More than just standard Likes, these likes are defined from paid or organic content. For channels like Facebook, organic engagement is much harder to gain traction, which is why many brands turn to Facebook Ads. So how do you find that information? The simplest way to find competitors is through a simple Google search. Look up your most valuable keywords, phrases and industry terms to see who shows up. Search for those who show up who are in your specific industry. Next you want to see who is active on social. Here you can see post break downs of text, images and video to see what your competitors are doing to drive the most engagement. This means you should avoid things like reaching out to your unpopular demographics without a complete strategy in place. Video Content or Bust How important is video to your social media marketing strategy? These type of stats should only enforce your reasoning to invest in social media video content. Brands can reach users through Instagram Stories, Facebook Live and other in-the-moment media. Build Content Themes One of the toughest challenges to visual content is creating it on a day-to-day basis. A Venngage infographic showed This truly shows how important highly-visual content is to marketers and the people they want to reach. Instagram is one your premier channels to work off visual themes. Anthropologie does an amazing job at keeping their Instagram feed consistent, colorful and eye-popping. Work in content themes to ensure you have a consistent schedule of excellent content to publish. This means their main purpose is to be a space to converse, discuss topics and share content. Through social media, you gain respect as a brand by just being present and talking to your audience. Through the right social media monitoring tools, you can find instances across all your channels to interact, respond and gauge customer service inquiries. Post at the Best Times to Engage When is your brand available to engage and interact with customers? You might see some recommending times to post late in the evening. Instead, try to ensure your social media or community managers are available and ready to answer any product questions or concerns when you tweet or post. But did you know that most users believe brands should respond to social media messages within four hours? With all the updated algorithms, organic content has a tough time reaching the majority of your audience. The last thing you want to do is ignore those who engage and lose out on sending more down your marketing funnel. But marketers are always trying and looking for the perfect connection. Our social media tools offer a full suite of analytics and reporting features to help you pinpoint exactly which posts, messages and hashtags perform the best. Social Media Marketing

Strategy Checklist We wanted to give our readers a few resources to use moving forward. We encourage you to share it with colleagues or use the embed code to put it on your own site!

7: Social networking service - Wikipedia

Social networks have become useful tools for businesses looking to market their products and services. eMarketer estimates that Facebook will have \$4 billion in ad revenues worldwide in and Twitter will attract \$ million in spending.

Reporter jjmccorvey Consider this: Facebook gained over million users in the U. LinkedIn , for example, houses 55 million professionals seeking jobs, employees, or basic business or networking opportunities. MySpace , which allows users to tinker with music, themes, and HTML code, is targeted toward youth and teens. All of these sites have one primary thing in common: The user profile is generally what distinguishes social networking sites from other social media platforms. It helps set the stage for building relationships with people who share the same interests, activities, or personal contacts, as opposed to primarily disseminating or digesting information feeds. But what, exactly, are the methods that businesses should use to effectively leverage the burgeoning userbase of these sites as a tool to grow their companies? The following pages will detail what to do “ and what not to do “ in order to maintain a viable presence in the realm of social networking. Here are a few basic questions to ask yourself when forming your social networking strategy: What are the needs of my business? Figure out what your needs are. Is your advertising budget running thin? What am I using the site for? Do you want to recruit employees for a certain department? Do you want to market a new line of products? Do you want to connect to more people in your industry? Whose attention am I trying to get? Okay, so you want to market that new line of products, for example. Now, consider these questions: Which sites do I want to take on? Your followers will notice. Who has access to my page? What type of trust level do you have established at your company? Will all of your employees have access to the social network account, or a select few? Take the time to assess the skills and character of those who can log into your page, or you may run into unsavory situations down the road “ especially when dealing with former workers. Does your company already have a public representative that usually handles speeches, press, etc.? It may be beneficial to rein in that person as the voice of your social networking site. Though many of the sites are similar in nature, they can all be categorized by the different purposes they serve. These are the basic types of social networking sites: Each of these sites primarily serve as a nexus of friends and associates who want to socialize. Ning, for example, has become popular for connecting classmates and helping to set up reunions. The profiles are usually personable, inviting, and can be customized with add-ons and apps. These sites allow you to connect to people who are in your industry. I-Meet , for example, is specifically geared toward event planners, while ResearchGATE is a community for researchers in the science or technology field. Industry sites help you to narrow your search when looking for services, or people with skills in certain fields. You may even want a particular department of your company, such as IT or advertising, to open an account on one of these sites. Here are a few tips to be mindful of as you create your profile: Facebook profiles, for example, allow you to include things like hobbies, favorite music, etc. Including tidbits like these can make your page warmer and more personable. But not too personal. Share photos and videos. Adding multimedia to your page gives flair, and offers customers an exclusive look inside your company. LinkedIn even has an add-on that allows you to post presentations and slideshows. But no office party snapshots. On most of these sites, you can control what people see on your profile, such as pictures and blog posts, and you can even limit what other people post. Depending on the nature of your company, you should consider these restrictions. Are there any embarrassing pictures of you floating around that you might not want linked to your page? A little disheartening, right? If and when you do enact some privacy settings, try to keep the page lively. The companies that are most successful at converting followers into dollars are those who interact most with the users and frequently post content related to their brand. The page acts as an upgraded user profile for brands, companies, and organizations to be as involved as the users, and has plenty of tools to help you do so. Outdoor Technology , a Los Angeles-based manufacturer of clothing and gear for skiers and snowboarders, initially sold merchandise directly to retailers. The page has now amassed over 11, fans. By responding to what your followers post to your profile, you show them that you appreciate their interaction. Ask questions on your wall. Facebook users love to be heard. It can be surprising how many responses one question can

elicit. Posting links or threads. If you have any content that you want to circulate quickly, the fan page is the perfect tool. By posting upcoming events your company may be part of or hosting, you can help drive more attendees to the function. Remember to be genuine and personal. Here are the things you should do when promoting your company or product through social networking sites: Make the customer feel that they need to participate in the promotion. Is the product or feature available for a limited time? Are you offering exclusively to your followers on a particular network? Talk about new or uncommon features. What are some new or different ways it can be used? Include some discounts and savings. Not only does it drive more buyers to your product, but it also brings more followers to your page. There are other ways to promote besides selling your product. Comment or ask questions about news or topics in your industry. Social Network Recruiting Social recruiting is an effective way to utilize social networks to find the best candidate for any open positions at your company. While the past few years saw the rise of job boards like Careerbuilder. According to an annual social recruitment survey published by Jobvite , an online service that helps businesses consolidate the resources of social media sites, 80 percent of companies used or planned to use social networking to find and attract candidates in , with LinkedIn being used by 95 percent of the respondents and Facebook usage growing from 36 percent in to 59 percent in Social recruiting is analogous to that. Empowers your employees to distribute job information. These days, most, if not all of your employees probably have a profile on a social networking site. By enabling them to post information about open positions, you multiply your searching reach by the thousands. Helps you put the passive job candidate in your crosshairs. Job boards are mostly used by people who are proactively looking for positions. But what about the perfect potential employee who may not be scouring Careerbuilder. A low-cost method of finding high-quality candidates. When looking for job candidates, it takes time to sift through resumes of unqualified applicants, and many job boards charge fees to post openings. Social recruiting helps you zone in on the best candidates, for free. Tools to Help You Socially Recruit 1. Updating your status message. Linking to stories and external content. Both Facebook and LinkedIn enable users to post external content to their profiles. Using a fake profile when adding employees to monitor their activity can constitute as an invasion of privacy, Erickson says. Add a social media section to your handbook. Beware of existing federal and state laws.

8: Social Networking for Business - CBS News

This is a great social media site based on friendship and dating and, in , it acquired another social networking platform called hi5. It enables you to socialise with others through games, browsing profiles, common interests and so on.

Telegram no data The potential for computer networking to facilitate newly improved forms of computer-mediated social interaction was suggested early on. Many of these early communities focused on bringing people together to interact with each other through chat rooms, and encouraged users to share personal information and ideas via personal webpages by providing easy-to-use publishing tools and free or inexpensive webspace. Some communities – such as Classmates. PlanetAll started in In the late s, user profiles became a central feature of social networking sites, allowing users to compile lists of " friends " and search for other users with similar interests. New social networking methods were developed by the end of the s, and many sites began to develop more advanced features for users to find and manage friends. Friendster became very popular in the Pacific Islands. Orkut became the first popular social networking service in Brazil although most of its very first users were from the United States and quickly grew in popularity in India Madhavan, Facebook , [29] launched in , became the largest social networking site in the world [30] in early The term social media was introduced and soon became widespread. Information is suited to a gift economy , as information is a nonrival good and can be gifted at practically no cost. According to the communication theory of uses and gratifications, an increasing number of individuals are looking to the Internet and social media to fulfill cognitive, affective, personal integrative, social integrative, and tension free needs. With Internet technology as a supplement to fulfill needs, it is in turn affecting every day life, including relationships, school, church, entertainment, and family. In numerous situations a candidate who might otherwise have been hired has been rejected due to offensive or otherwise unseemly photos or comments posted to social networks or appearing on a newsfeed. Facebook and other social networking tools are increasingly the aim of scholarly research. Scholars in many fields have begun to investigate the impact of social networking sites, investigating how such sites may play into issues of identity , privacy , [38] social capital , youth culture , and education. In the times of breaking news, Twitter users are more likely to stay invested in the story. Such models provide a means for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested users. These communities of hypertexts allow for the sharing of information and ideas, an old concept placed in a digital environment. Studies have indicated that how a person chooses to use social networking can change their feelings of loneliness in either a negative or positive way. Users are able to select which photos and status updates to post, allowing them to portray their lives in acclamatory manners. The Role of Networked Publics in Teenage Social Life", social networking sites share a variety of technical features that allow individuals to: The most basic of these are visible profiles with a list of "friends" who are also users of the site. Some sites allow users to upload pictures, add multimedia content or modify the look and feel of the profile. User profiles often have a section dedicated to comments from friends and other users. To protect user privacy, social networks typically have controls that allow users to choose who can view their profile, contact them, add them to their list of contacts, and so on. Additional features[edit] There is a trend towards more interoperability between social networks led by technologies such as OpenID and OpenSocial. In most mobile communities, mobile phone users can now create their own profiles, make friends, participate in chat rooms, create chat rooms, hold private conversations, share photos and videos, and share blogs by using their mobile phone. Some companies provide wireless services that allow their customers to build their own mobile community and brand it; one of the most popular wireless services for social networking in North America and Nepal is Facebook Mobile. Real-time allows users to contribute contents, which is then broadcast as it is being uploaded – the concept is analogous to live radio and television broadcasts. Twitter set the trend for "real-time" services, wherein users can broadcast to the world what they are doing, or what is on their minds within a character limit. While Twitter focuses on words, Clixtr , another real-time service, focuses on group photo sharing wherein users can update their photo streams with photos while at an event. Facebook, however, remains the largest photo

sharing site—Facebook application and photo aggregator Pixable estimates that Facebook will have billion photos by Summer. Instead of connecting individuals based on social interest, companies are developing interactive communities that connect individuals based on shared business needs or experiences. Many provide specialized networking tools and applications that can be accessed via their websites, such as LinkedIn. Others companies, such as Monster. These more business related sites have their own nomenclature for the most part but the most common naming conventions are "Vocational Networking Sites" or "Vocational Media Networks", with the former more closely tied to individual networking relationships based on social networking principles. Foursquare gained popularity as it allowed for users to check into places that they are frequenting at that moment. Gowalla is another such service that functions in much the same way that Foursquare does, leveraging the GPS in phones to create a location-based user experience. Clixtr, though in the real-time space, is also a location-based social networking site, since events created by users are automatically geotagged, and users can view events occurring nearby through the Clixtr iPhone app. Recently, Yelp announced its entrance into the location-based social networking space through check-ins with their mobile app; whether or not this becomes detrimental to Foursquare or Gowalla is yet to be seen, as it is still considered a new space in the Internet technology industry. Companies have found that social networking sites such as Facebook and Twitter are great ways to build their brand image. According to Jody Nimetz, author of Marketing Jive, [59] there are five major uses for businesses and social media: Where once the streams of social minutia on networks such as Facebook and Twitter were the ultimate in online voyeurism, now users are looking for connections, community and shared experiences. Social networks that tap directly into specific activities, hobbies, tastes and lifestyles are seeing a consistent rise in popularity. Niche social networks such as Fishbrain for fishing and Strava for cycling. These social platforms offer brands a rich space in which to engage with their target market and build awareness. Science[edit] One other use that is being discussed is the use of social networks in the science communities. Julia Porter Liebeskind et al. Social networking is allowing scientific groups to expand their knowledge base and share ideas, and without these new means of communicating their theories might become "isolated and irrelevant". Researchers use social networks frequently to maintain and develop professional relationships. This can be related to their need to keep updated on the activities and events of their friends and colleagues in order to establish collaborations on common fields of interest and knowledge sharing. Social networks like Academia. The use of online social networks by school libraries is also increasingly prevalent and they are being used to communicate with potential library users, as well as extending the services provided by individual school libraries. Social networks and their educational uses are of interest to many researchers. According to Livingstone and Brake, " Social networking sites, like much else on the Internet, represent a moving target for researchers and policy makers. However, there are constraints in this area. Researches, especially in Africa, have disclosed that the use of social networks among students have been known to negatively affect their academic life. This is buttressed by the fact that their use constitutes distractions, as well as that the students tend to invest a good deal of time in the use of such technologies. Albayrak and Yildirim examined the educational use of social networking sites. SNSs like LinkedIn, a social networking website geared towards companies and industry professionals looking to make new business contacts or keep in touch with previous co-workers, affiliates, and clients. Not only does LinkedIn provide a professional social use, but it also encourages people to inject their personality into their profile—making it more personal than a resume. Much of the early research on online communities assume that individuals using these systems would be connecting with others outside their preexisting social group or location, liberating them to form communities around shared interests, as opposed to shared geography. For individuals, social capital allows a person to draw on resources from other members of the networks to which he or she belongs. As well, networks within these services also can be established or built by joining special interest groups that others have made, or creating one and asking others to join. Educators tap into user-generated content to find and discuss curriculum-related content for students. Responding to the popularity of social networking services among many students, teachers are increasingly using social networks to supplement teaching and learning in traditional classroom environments as they can provide new opportunities for enriching existing curriculum through creative, authentic and flexible, non-linear learning

experiences. In short, social networking services can become research networks as well as learning networks. Tweeting , instant messaging , or blogging enhances student involvement. Students who would not normally participate in class are more apt to partake through social network services. Networking allows participants the opportunity for just-in-time learning and higher levels of engagement. When learning experiences are infused into a website students utilize everyday for fun, students realize that learning can and should be a part of everyday life. It has been claimed that media no longer just influence human culture; they are human culture. Participants hone technical skills in choosing to navigate through social networking services. This includes elementary items such as sending an instant message or updating a status. The development of new media skills are paramount in helping youth navigate the digital world with confidence. Social networking services foster learning through what Jenkins describes as a " participatory culture ". Participants of social network services avail of this opportunity. Informal learning, in the forms of participatory and social learning online, is an excellent tool for teachers to sneak in material and ideas that students will identify with and therefore, in a secondary manner, students will learn skills that would normally be taught in a formal setting in the more interesting and engaging environment of social learning. Social networking services provide a virtual "space" for learners. James Gee suggests that affinity spaces instantiate participation, collaboration, distribution, dispersion of expertise, and relatedness. Constraints[edit] In the past, social networking services were viewed as a distraction and offered no educational benefit. Blocking these social networks was a form of protection for students against wasting time, bullying, and invasions of privacy. In an educational setting, Facebook, for example, is seen by many instructors and educators as a frivolous, time-wasting distraction from schoolwork, and it is not uncommon to be banned in junior high or high school computer labs. According to the UK Children Go Online survey of 9- to year-olds, it was found that a third have received bullying comments online. Social networking services often include a lot of personal information posted publicly, and many believe that sharing personal information is a window into privacy theft. Schools have taken action to protect students from this. It is believed that this outpouring of identifiable information and the easy communication vehicle that social networking services opens the door to sexual predators, cyberbullying, and cyberstalking. In many cases, the opposite is occurring as the potential of online networking services is being realized. It has been suggested that if schools block them [social networking services], they are preventing students from learning the skills they need. Positive correlates[edit] A cyberpsychology research study conducted by Australian researchers demonstrated that a number of positive psychological outcomes are related to Facebook use. Importantly, this online social connectedness was associated with lower levels of depression and anxiety, and greater levels of subjective well-being. These findings suggest that the nature of online social networking determines the outcomes of online social network use. Grassroots organizing[edit] Social networks are being used by activists as a means of low-cost grassroots organizing. Employment[edit] A rise in social network use is being driven by college students using the services to network with professionals for internship and job opportunities. Many studies have been done on the effectiveness of networking online in a college setting, and one notable one is by Phipps Arabie and Yoram Wind published in *Advances in Social Network Analysis*. However, these alumni directories tend to suffer from an oversupply of advice-seekers and an undersupply of advice providers. One new social networking service, Ask-a-peer, aims to solve this problem by enabling advice seekers to offer modest compensation to advisers for their time. LinkedIn is also another great resource.

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In , business users stand to be the big beneficiary of this software arms race, as marketing platforms find better ways to weave social media data and social media tools into their offerings.

One of the greatest innovations of technology is social media, not just in our ability to communicate but in our ability to market directly to those we want to reach. At my company, we are so specific with whom we target that we even identify our prospect by the books they are reading, the movies they are watching, and the industry experts they are a fan of. We guide our clients on how to significantly expand their reach to those that best match their customer profile. One of the best features social media marketing has for businesses today is its low barrier to entry. Gone are the days where a business is required to spend thousands of dollars on advertising to reach its prospect. You can now reach your audience spending as little as five dollars per week! But which platforms are the best for businesses to use? In order to create a successful social strategy, you have to be familiar with how they work. Facebook With more than 1. It provides an extraordinary medium for your business to connect with your prospective customers all around the world. We use Facebook Ads to match our current buyers with over two million similar prospects who possess similar characteristics. We then push them to an opt-in page where we can capture their name and email. We post recent news, updates and articles we have in major media. Hashtags make a big difference in building momentum for your posts, so pay attention to what is trending today and include relevant hashtags. We also retweet people who have many followers to increase the likelihood of them following us back. LinkedIn If you are working in a B2B field, this is the social media network for you to focus on. Connecting with business professionals in any industry is easiest with LinkedIn as it allows you to target them by industry, job title, etc. As with all social media, LinkedIn prioritizes relationship building more than any other. One of the best features for businesses are LinkedIn Groups. Businesses should establish Groups in your target niche or industry and invite others in your target market to join. Instagram We use this popular photo-sharing platform at events and tradeshows. Pinterest Only use this channel if you have great images to share. Quality images are likely to go viral on this site due to its visual nature. If your image is pinned by a highly-followed member, it has the potential to be viewed by millions. We post photos of book covers and images with quotes accredited to our authors to promote their books. Adding the Amazon link to their books also helps boost sales. So when it comes to search engine optimization, videos are more likely to appear in search results than other websites. Then our interview is automatically posted to YouTube under our account for added visibility. Yelp Yelp is critical for businesses today. All it takes is one poor review to harm your abilities to build your social platform. We hold campaigns to get our authors to post reviews about us on Yelp in return for a reward. Just remember that it is not just the social media site that you have to check, but the compatibility it has for your business.

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