

Social Media Management (DGM721)

Prepared by Dr. Mahitab ELrafii

Lecture 0



Sources of Knowledge Social media management

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Content of lecture

The Content of lecture Intro Includes the following:

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COURSE DESCRIPTION

This course examines the profound impact of social media on various organizational disciplines and functions, exploring how companies leverage these platforms to generate value. Following a multidisciplinary approach, the course integrates perspectives from information technology, marketing, human resources, and related fields. It is influenced by Industry 4.0 technologies and accelerating digital transformation.

COURSE DESCRIPTION

Students will cover a wide range of advanced topics, including social media strategies and business models, influencer marketing, viral campaign dynamics, customer relationship management on social media, employer branding, digital recruitment, search engine optimization (SEO), social media intelligence, sentiment analysis, crowdfunding mechanisms, and the legal and ethical considerations surrounding digital engagement. This comprehensive exploration ensures learners develop a theoretical understanding and practical insights into the strategic use of social media in contemporary business environments.

LEARNING OUTCOMES

Having successfully completed this course; student should be able to:

- Evaluate the evolving social media ecosystem and its strategic importance in modern business operations.
- Apply key principles and best practices to manage an organization's social media presence.
- Design customized social media strategies that include audience-specific content and measurable key performance indicators (KPIs), aligned with business objectives.

Use leading social media management platforms and tools through practical, experiential learning exercises.

LEARNING OUTCOMES

- Evaluate key performance metrics to assess the effectiveness of social media campaigns.
- Critically analyze the ethical, legal, and reputational risks associated with corporate social media engagement.
- Demonstrate professional competencies—including critical thinking, active listening, and collaborative problem-solving—through client-based and peer-reviewed assignments that simulate real-world scenarios.

TOPICS

- **Chapter 1**—Introduction to social media management
- **Chapter 2**—Social Media Fundamentals: Definitions, Platforms, and Tools
- **Chapter 3**—Strategic Social Media Planning and ROI Measurement
- **Chapter 4**—Digital Advertising and Viral Marketing Campaigns
- **Chapter 5**—Social Media CRM: Managing Customer Relationships
- **Chapter 6**—SEO Strategies for Social Media

TOPICS

- **Chapter 7**—Business Intelligence I: Sentiment Analysis and Opinion Mining
- **Chapter 8**—Business Intelligence II: Social Network Data and Predictive Analytics
- **Chapter 9**—Social Media in E-Recruitment and Talent Acquisition
- **Chapter 10**—Crowdfunding and Social Media Financing
- **Chapter 11**—Legal Frameworks and Ethical Considerations in Social Media
- **Chapter 12**—Social Media Integration and Practical Applications

RECOMMENDED TEXTBOOK

Van Looy, A. (2022). Social media management. Using social media as a business instrument. Cham: Springer.

Introduction to Social Media

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.

There are more than 4.5 billion social media users around the world.

The largest social media networks include Facebook, Instagram, Twitter, YouTube, and TikTok.

Social media typically features user-generated content and personalized profiles.

What Is Social Media?

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications. While social media is ubiquitous in America and Europe, Asian countries like Indonesia lead the list of social media usage.

Types of Social Media

Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

Types of Social Media

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of a virtual social network.

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For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offer customer service or support.

Social media's role in helping businesses is significant. It facilitates communication with customers, enabling the melding of social interactions on e-commerce sites. Its ability to collect information helps focus on marketing efforts and market research. It helps in promoting products and services, as it enables the distribution of targeted, timely, and exclusive sales and coupons to would-be customers. Further, social media can help in building customer relationships through loyalty programs linked to social media.

Benefits of Social Media

Social media has changed the way we all interact with each other online. It gives us the ability to discover what's happening in the world in real-time, to connect with each other and stay in touch with long-distance friends, and in order to have access to endless amounts of information at our fingertips. In many senses, social media has helped many individuals find common ground with others online, making the world seem more approachable.

Benefits of Social Media

Businesses are also using social media marketing to target their consumers right on their phones and computers, building a following in order to build a loyal fan base, and create a culture behind their own brand.

What Is Social Media Management?

Social media management is the process of creating and publishing content, monitoring engagement and mentions, growing a community of customers and influencers, and reporting and analyzing the results of your efforts.

Depending on the company's goals, this process can include just one or more than a dozen channels, ranging from Facebook to YouTube. No matter how many social channels a business uses, social media management is an integral part of a company's marketing strategy and can generate a measurable return on investment.



Thank You