

Social media management

Prepared by

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Lecture- Intro



Social media management



Sources of Knowledge

Social media management

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تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

مزيد من التفاصيل

 SOCIAL MEDIA
MANAGEMENT



Content of lecture

The Content of lecture Intro Includes the following:

1. COURSE DESCRIPTION.
2. LEARNING OUTCOMES.
3. TOPICS.
4. RECOMMENDED TEXTBOOK.
5. Introduction to Social Media.
6. What Is Social Media?
7. Benefits of Social Media.
8. What Is Social Media Management?



COURSE DESCRIPTION

The course clarifies the impact of social media on their different departments or disciplines, while also exploring how organizations use social media to create business value. To do so, the book pursues a uniquely multi-disciplinary approach by embracing IT, marketing, HR, and many other fields. While the first edition was inspired by the rise of social media tools, the second edition is characterized by a digital economy with increasing digitalization efforts due to newly emerging technologies in Industry 4.0 and the COVID-19 pandemic.



COURSE DESCRIPTION

students will benefit from a comprehensive selection of extended topics, including strategies and business models for social media, influencer marketing, viral campaigns, social CRM, employer branding, e-recruitment, search engine optimization, social mining, sentiment analysis, crowdfunding, and legal and ethical issues.



LEARNING OUTCOMES

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

- Analyse the social media landscape and its role in business.
- Apply fundamentals and best practices to social media management.
- Create and tailor social media plans – including strategy, content and KPIs – based on your target audiences and business objectives.
- Use social media platforms and professional tools, such as Hootsuite, through hands-on learning opportunities.



LEARNING OUTCOMES

- Identify key performance indicators and measure the success of social media efforts.
- Examine the ethical and legal implications and potential risks of social media for brands.
- Develop and apply critical thinking, listening and professional skills through assignments that mimic industry work with clients and peers



TOPICS

- **Chapter 1**—Introduction to social media management
- **Chapter 2**—Definitions, social media types, and tools
- **Chapter 3**—Social media strategy and return on investment
- **Chapter 4**—Online advertising and viral campaigns
- **Chapter 5**—Social customer relationship management
- **Chapter 6**—Search engine optimization



TOPICS

- **Chapter 7**—Sentiment analysis and opinion mining (Business intelligence 1)
- **Chapter 8**—Social network data and predictive mining (Business intelligence 2)
- **Chapter 9**—e-Recruitment
- **Chapter 10**—Crowdfunding
- **Chapter 11**—Legal and ethical issues in social media
- **Chapter 12**—Wrap-up: integration exercises



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.



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.



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.



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

