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Social Media Management (DGM721)

Lecture 1



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Lecture ١

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Chapter

1

Lecture Content



This Lecture will include the following points:

What is social media?

What are the business applications of social media?

What are the challenges of social media?

What are enterprise social media best practices?

What are types of social media?

Social Media Management Tools

Chapter

1

What is social media?

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.

People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns

Chapter

1

What is social media?

Business-to-consumer websites include social components, such as comment fields for users. Various tools help businesses track, measure and analyze the attention the company gets from social media, including brand perception and customer insight.

Social media has enormous traction globally. Mobile applications make these platforms easily accessible. Some popular examples of general social media platforms include Twitter, Facebook and LinkedIn .

What are the business applications of social media?

In business, social media is used to market products, promote brands, connect to customers and foster new business.

As a communication platform, social media promotes customer feedback and makes it easy for customers to share their experiences with a company. Businesses can respond quickly to positive and negative feedback, address customer problems and maintain or rebuild customer confidence.

What are the business applications of social media?

Social media is also used for crowdsourcing. That's the practice of using social networking to gather knowledge, goods or services. Companies use crowdsourcing to get ideas from employees, customers and the general public for improving products or developing future products or services.

What are the business applications of social media?

Examples of business-to-business (B2B) applications include the following:

Social media analytics. This is the practice of gathering and analyzing data from blogs and social media websites to assist in making business decisions. The most common use of social media analytics is to do customer sentiment analysis.

What are the business applications of social media?

Social media marketing (SMM). This application increases a company's brand exposure and customer reach. The goal is to create compelling content that social media users will share with their social networks. A key component of SMM is social media optimization (SMO). Like search engine optimization, SMO is a strategy for drawing new visitors to a website. Social media links and share buttons are added to content and activities are promoted via status updates, tweets, and blogs.

What are the business applications of social media?

Social customer relationship marketing. Social CRM is a powerful business tool. For example, a Facebook page lets people who like a company's brand like the business's page. This, in turn, creates ways to communicate, market, and network. Social media sites give users the option follow conversations about a product or brand to get real-time market data and feedback.

What are the business applications of social media?

Enterprise social networking. Businesses also use enterprise social networking to connect people who share similar interests or activities.

These applications include internal intranets and collaboration tools, such as Yammer, Slack and Microsoft Teams, that give employees access to information and communication capabilities. Externally, public social media platforms let organizations stay close to customers and make it easy to conduct market research

What are the challenges of social media?

Social media can also pose challenges to individual users, in the following ways:

Mental health issues: Overuse of social apps can result in burnout, social media addiction, and other issues.

Disinformation: environments foster the spread of disinformation where the perpetrator's intent is to deceive others with false information.

Businesses face similar and unique social media challenges:

Offensive posts: Conversations on intranets and enterprise collaboration tools can veer off into non-work-related subjects. When that happens, there is potential for co-workers to disagree or be offended. Controlling such conversations and filtering for offensive content can be difficult.

Security and retention: Traditional data security and retention policies may not work with the features available in collaboration tools. This can raise security risks and compliance issues that companies must deal with.

Productivity concerns: Social interaction, whether online or in person, is distracting and can affect employees' productivity

What are enterprise social media best practices?

It is important for companies to have a social media strategy and establish social media goals. This help to build trust, educate their target audience and create brand awareness. They also enable real people to find and learn about a business.

Some social media best practices for companies to follow:

Social networks. People use these networks to connect with one another and share information, thoughts and ideas. The focus of these networks is usually on the user. User profiles help participants identify other users with common interests or concerns. Facebook and LinkedIn are good examples.

2. Media-sharing networks. These networks focus is on content. For example, on YouTube, interaction is around videos that users create. Other media-sharing networks are TikTok and Instagram. Streaming platforms like Twitch are considered a subset of this category.

3. Community-based networks. The focus of this type of social network is in-depth discussion, much like a blog forum. Users leave prompts for discussion that spiral into detailed comment threads. Communities often form around select topics. Reddit is an example of a community-based network

4. Review board networks. With these networks, the focus is on a review, usually of a product or service. For example, on Yelp, users can write reviews on restaurants and endorse each other's reviews to boost visibility.

What are types of social media?

Facebook is a free social networking website where registered users create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

What are types of social media?

LinkedIn is a social networking site designed for the business community. Registered members can create networks of people they know and trust professionally.

Pinterest is a social curation website for sharing and categorizing images found online. The main focus of Pinterest is visual, though it does call for brief descriptions of images. Clicking on an image will take a user to the original source. For example, clicking on a picture of a pair of shoes might redirect a user to a purchasing site; an image of blueberry pancakes might redirect to the recipe.

Reddit is a social news website and forum where site members curate and promote stories. The site is composed of hundreds of sub-communities called subreddits. Each subreddit has a specific topic, such as technology, politics, or music. Reddit site members, also known as "Redditors," submit content that members vote on. The goal is to elevate well-regarded stories to the top of the site's main thread page.

Twitter is a free microblogging service for registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other active users' tweets using several platforms and devices.

What are types of social media?

Wikipedia is a free, open-content encyclopedia created through a collaborative community. Anyone registered on Wikipedia can create an article for publication; registration is not required to edit articles.

Social Media Management Tools

Social media management tools help you with scheduling publishing, commenting, listening, and measuring engagement. Social media has become a massive part of brand marketing strategy. And managing multiple accounts can be overwhelming.

Social Media Management Tools

How do you stay organized? What tools should you use to manage social media accounts?

Social media platforms like Facebook, Twitter, and Instagram, have evolved into a significant source of information for millions of people around the globe.

As such, they play a crucial role in shaping public opinion

In addition, these platforms also provide businesses with powerful marketing opportunities to connect with and grow their audience. Since scheduling posts and analyzing social media insights is now a must for any content strategy, it's vital to equip yourself with the right tools.

the top tools for social media management:

1.Meet Edgar:

Meet Edgar is fun and easy to use. You can pick topics like recipes, humor, or questions and schedule these types of subjects to publish on any day you want.

If you ever get into a content lull with social media, which everybody does, Meet Edgar is an excellent solution.

Meet Edgar will add a bit more fun to your social media calendar. It only publishes content that Edgar thinks is worthy of engagement.

One of the best features of Meet Edgar is that once your favorite topics are defined and scheduled, Edgar ensures the content will never run out, so you don't have to refill or pick new topics constantly. Instead, Edgar does it for you.

Once everything from a topic has been published, Edgar starts to reshare old content that people may have missed the first time around.

So, considering the limited amount of organic reach on social media, resharing content gives it another chance for engagement.

2. Post Planner

Post Planner is one of my personal favorite social media content tools. To see what types of content are shared around a specific subject or person, search by:

Topic.

Trend.

Keyword.

Hashtag.

Facebook.

Twitter handle.

Search their recommended feeds based on industry and interests and explore new content ideas.

The tool will also give each piece of content a performance engagement ranking. Based on Post Planner's custom algorithms, this ranking helps determine whether a post is worth sharing. Post Planner can determine such ratings by reviewing past performance and predicting future engagement specific to your audience. You also get a scheduling calendar with Post Planner. And it has numerous pricing tiers for any budget.

3. Agora pulse

Agora pulse has numerous products, such as kits for social media publishing, social media inbox management, and social media monitoring.

In addition, it has options for multiple levels of integration and tools to help a brand manage and analyze its social media accounts.

4. Sprout Social

Sprout Social is one of the best social media management tools. More than 30,000 companies, like Glassdoor and Shopify, trust Sprout for:

Social media scheduling.

Engagement reports.

Analytics.

Brand monitoring.

Whether you're a small business focusing on a few social media networks, an agency managing multiple brands, or an enterprise company needing it all, Sprout Social will help you save time and accomplish your daily social media tactics.

5. Hootsuite

Hootsuite allows you to connect, monitor, and schedule posts for numerous social networks. This tool is fantastic and offers an array of social media features.

This platform can integrate over 150 apps into your social media strategy.

In addition, the platform is available in six languages if you have an international team and following.

6. Sendible

Sensible understands the ever-changing world of social media and aims to stay on top of trends and insights to help brands thrive. It also recognizes the importance of authentic storytelling and offers opportunities to optimize your profiles across multiple platforms. It is also a Meta business partner.

7. Tailwind

When it comes to social media tools for Pinterest, there aren't a lot of options. But there is Tailwind.

Tailwind provides data for both Pinterest and Instagram, the two image-based social media networks.

Once you have the tool, you'll be able to track when someone pins an image from your website or engages with an Instagram post.

8. Buffer

Buffer is a famous social media tool. You can share content and schedule posts on Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Google Plus with one easy click.

Buffer allows you to stagger content throughout the day so that your social media feeds are consistently updated. Plus, you can schedule ahead of time, which is handy.

Also, you can use Pablo Image Creator to create custom graphics. And you can review analytics about engagement and reach of your posts.

9. Crowd fire

Crowd fire is a super cool app. It's designed to help drive traffic to your website and landing pages while increasing social engagement.

Crowd fire connects to your social networks and begins to get to know your brand.

Then, Crowd fire takes you through a few quick daily tasks that are personalized to your goals.

Finally, it begins to create and find content that your audience will love and posts for you once you give it the thumbs up.

Social media has become an integral part of modern communication. And if you want to use it effectively, you need the right tools. Many apps and services can help you manage and analyze your accounts.

The Role of Artificial Intelligence in Social Media Management

- The integration of Artificial Intelligence (AI) in digital marketing has transformed the way organizations manage social media.
- AI enables automation, personalization, data analysis, and strategic decision-making.
- Objective: To explore how AI technologies enhance the effectiveness and efficiency of social media management.

The Role of Artificial Intelligence in Social Media Management

- **Artificial Intelligence (AI):**

The simulation of human intelligence in machines that are programmed to think, learn, and solve problems.

- **AI in Social Media Management:**

The use of intelligent tools and algorithms to automate content creation, optimize campaigns, analyze data, and engage users.

Key Applications of AI in Social Media

- **Content Generation & Optimization**
AI tools (e.g., ChatGPT, Jasper) write captions, blogs, and hashtags.
- **Audience Insights & Behavior Analysis**
Machine learning identifies trends, patterns, and customer preferences.
- **Chatbots & Automated Messaging**
24/7 real-time user interaction and query handling.
- **Sentiment Analysis**
Monitors user emotions and feedback across platforms.
- **Visual Recognition & Design Assistance**
Tools like Canva AI or Adobe Sensei assist in smart visual content creation.
- **Predictive Analytics**
Anticipates trending topics and optimizes publishing schedules.

Benefits of AI in Social Media Management

- Saves time and resources through automation.
- Enhances targeting and personalization.
- Increases engagement through smart scheduling and content strategies.
- Provides deeper, data-driven insights for improved decision-making.
- Strengthens brand reputation through real-time responsiveness.

Challenges and Considerations

- Ethical concerns and data privacy.
- Risk of losing human authenticity in communication.
- Dependence on algorithm quality and training data.
- Misinterpretation of nuanced social content or humor.



Thank You