

Social Networking: An Overview

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Editorial

Social networking is the use of internet-based social media platforms to keep in touch with friends, family, coworkers, customers, or clients. Social networking platforms such as Facebook, Twitter, LinkedIn, and Instagram can be used for social, business, or both purposes. Social networking is a powerful resource for marketers wanting to engage clients. With 2.8 billion people using the site on a monthly basis as of December 31, 2020, Facebook will remain the largest and most popular social network. Instagram, Facebook Messenger, Twitter, and Pinterest are the next most popular apps, according to Statista. Social networking is the use of technology to establish and maintain personal and professional relationships. This is done by utilising social media platforms such as Facebook, Instagram, and Twitter. Individuals and businesses can use these websites to connect with one another in order to develop connections and share information, ideas, and messages [1].

Family members who reside far apart may communicate using personal social networking sites such as Facebook. They can share photos and information about what is happening in their lives. People can also connect with others who are interested in the same things they are (especially strangers). Individuals can communicate with one another via hash tags, lists, and groups. Social media is commonly used by marketers to increase brand exposure and loyalty. By making a brand's voice and material more available to new customers and more recognisable to existing ones, social media marketing aids in the promotion of a brand's voice and content [2].

For example, a frequent Twitter user might learn about a firm for the first time through their news feed and decide to buy a product or service. The more people who are exposed to a company's brand, the more likely it is to attract and retain new customers.

Social networking is used by marketers to increase conversion rates. Building a following allows you to connect with new, recent, and old customers, as well as engage with them. Sharing blog entries, images, videos, or comments on social media encourages followers to react, visit the company's website, and become customers [3].

Particular points to consider

There is no such thing as a marketing strategy that fits everyone. This is due to the fact that each firm is unique, with its own target market, history, and competitive market. Because social networking sites prefer that businesses pay for their advertising, they frequently limit the number of people who may see their posts if they are not compensated. For example, if a company has 500 followers, not every one of them will receive the same post [4].

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Benefits and drawbacks of social networking

Social networking can have both beneficial and harmful effects on individuals and businesses. As a result, weighing the pros and drawbacks of using various social media platforms is crucial.

Advantages

As previously stated, social networking allows people to keep in touch with family and friends who they would otherwise be unable to connect with owing to distance or simply losing touch with. Connecting with others who share similar interests can also help people create new relationships.

It also allows firms to communicate with both new and old clients. They can also utilise it to develop, advertise, and boost brand awareness through social media. They place a high value on customer comments and reviews. The greater the value of a company's brand authority, the more positive evaluations it receives. As a result, sales increase and your search engine rating improves. As a result, social media can aid in the legitimacy, credibility, and trustworthiness of a company.

Disadvantages

On social media, misinformation spreads swiftly and like wildfire. This became increasingly widespread after 2012. When it comes to information, rumours fly faster than facts. According to one study, misinformation is 70 percent more likely than true information to be shared on Twitter.

Social media networking, like conventional networking, may have a detrimental impact on enterprises. Brand criticism can quickly spread on social media. This can be a nightmare for a company's public relations (PR) team [5].

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