

Role of Social Media in the Business World

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ABSTRACT

Digital media, which is trying to be stable in the 21st century, is trying to handle all the media so far. Social media is playing an important role in the rapid expansion of such a fully technologically advanced digital medium. Social media is a part of digital media. Just ten years ago, there was confusion about whether social media should be recognized as a medium. Therefore, social media was given the technical name of the social networking platforms. Even today, the confusion over whether social media should be called a medium remains at the administrative level. However, without getting caught in the confusion, the common man took to social media. The number of people seeking information through social media is increasing day by day. According to a website called Statista, 37 crore people in India today use social media. This website studies the number of Internet users around the world. This number will reach 50 crore in the next four years. This means that social media will be used in almost every household in India.

In India, around 2.5 crore people use Twitter and 7 crore people use Facebook. These sites are used to post and communicate your personal, public, and whatever information comes to mind. Photos are shared on your mood, feelings are freely expressed. Many companies post publications related to their business on social media and many employees prefer these publication pages, allowing them to receive timely updates on all articles, videos, and news about their company. Since many experts have accounts on sites like Facebook and Twitter, people related to the topic can get expert guidance by contacting the expert on the topic through social media. The purpose of this research paper is to know the role of social media in the business world. The topic of research has been chosen with the purpose of study how social media is being used in business.

Keywords: Social Media, Business, Facebook, Twitter, WhatsApp

DATA COLLECTION METHOD USED FOR RESEARCH

Data for the research paper has collected from newspaper, books, magazines, reports, and websites

THE OBJECTIVE OF RESEARCH

The main objectives of the research presented are as follows.

1. To know the role of social media in the business world. To studying how social media is being used in business.
2. Searching Social Media's merits and demerits.
3. Suggesting for the proper use of Social Media for business development based on the findings from research.

INTRODUCTION

Today media like Facebook, Twitter, WhatsApp are widely used everywhere. The revolution in the computer age has brought a very distant person closer. The number of Facebook and WhatsApp users is increasing day by day. The fact that the number of Facebook users in India has reached nearly seven crores, shows the importance of Facebook in social media. Social media is accessible to children, not just adults. About 99 percent of children in urban areas of the country are using the Internet as branded bands reach homes with high-speed Internet on smartphones. 83.5 percent of children in the age group of 6 to 18 are active on social media. A weight survey report by telecom service provider Telenor India has revealed that most people use weak passwords for their social accounts and hence are victims of hacking.

Social media or social networking is a wonderful gift that the Internet has given to society. Social networking is about discussing all the topics that can be discussed on this earth through the Internet. Through social networking websites, connecting with many people can become truly global. It is an exchange of ideas and information. In addition, we can communicate anywhere in the world. Currently, Orkut, Facebook, Twitter, WhatsApp are popular social media tools for messaging.

The balance of social media has also changed in the tone of social media. Social media has become a nuisance toy. Some people call it a medium of open expression and write whatever comes to mind. Changing someone's photo, spreading rumors about someone, making a wrong impression about

someone, these things have become a daily thing on social media. Social media is a double-edged sword. If used with restraint, it will benefit the society, otherwise, the threat of anarchy cannot be ruled out. Use of social media in messaging

Today, social media is not only being used as a status symbol but also as a necessity. The Internet revolution has given social media a platform to express and convey the message to the world. Facebook, Twitter, Instagram, WhatsApp, Pinterest, Google Plus, and many other social media tools are working to connect the whole world. Whether it is elections in the country or foreign movement or words like personal branding, likes, followers, shares are getting heard from everyone's mouth today. Today, political parties are running 80 percent campaigns through social media. Politicians, sportspersons, artists are making full use of social media for personal branding, while on the other hand anti-social elements are also using social media to create trouble in the country. Nevertheless, social media is proving useful in our lives.

THE MEANING OF SOCIAL MEDIA

According to Andy Kaplan and Michael Hanlan's definition of social media, 'Internet-based, using the type of messaging that drives interaction, groups of platforms that allow users to create content and exchange it. It is called social media. Therefore, 'social media groups are platforms that allow Internet users to create or share their own content, as well as to send messages between users.'

ROLE OF SOCIAL MEDIA IN THE BUSINESS WORLD

As different social media platforms evolved, the need for these objectives to work in a specific way for different purposes arose. The same pair also studied the usage of each such platform, the characteristics of the platform, and the specific purpose of the platform concerned. Such studies have revealed the social media policy of using these platforms in a specific way, of course, a strategy to use these platforms. These policies are becoming more useful not only for commercial purposes but also for effective dissemination of content at the individual level. We have a common misconception that social media strategies are used to connect more and more people who use social media in their posts. However, this is not the only thing that can be achieved on the basis of these policies. Knowing the issues requiring such policies, the matter becomes clear. Accordingly, such strategies are considered to use social media in a planned manner, to disseminate more effective communication through social media, and to create more creative content. It is possible to use social media strategies to direct the use of social media at the individual level to use social media in a planned manner. Such strategies are useful to increase their reach on social media, given the definite motive behind the use of social media.

As the usage of social media platforms ranges from personal to business use, the change in usage patterns becomes an important issue. Although there are similarities in terms of the frequency of transmission of content on the platform, the effort to know the response, the relative ease of doing such things on a personal level, and the seriousness of doing the same thing as a commercial activity, make the difference clear. In this next step, we will consider some key points, when social media is used for business purposes with particular reference to specific social media platforms.

FACEBOOK FOR BUSINESS

When you start using Facebook for business, you need to keep in mind that creating a separate business page with your personal account and continuously delivering business posts to your followers is a requirement for your business. When transmitting content from such a page, you have to pay attention to the uniqueness of the content, the variety in the content, the colorism in it, and the direct relationship with your business. The major issue is the art of motivating followers to take action. It is part of our social media policy to create messages that urge followers and potential customers to take direct action through your content. Based on that, we can form part of a range of processes, from taking an item to appealing to participants to attend a seminar. We can even 'if you like and if you don't like, call for direct action as your opinion, post your opinion in the comment box'. Keeping in mind the 'call to action', CTA is considered an important part of business growth not only on Facebook but also on all other platforms. It is important that you think about what your response will be how it will be, what will be the method of delivering it, and how to plan for it. In this regard, when using Facebook as a business, consider the following points.

Start with inspiring messages and cheerful photos. Based on that, you get the right opportunity to officially present your brand name, logo, purpose, etc. to your supporters. Write in simple language. Avoid complicated, difficult, worrying writing.

Tag photos; open the facility for others to tag photos as well. Announce a contest for supporters to express themselves on issues related to their business, increasing their participation. Caption the photo; start implementing such activities from your page. Based on that, it is possible to collect personal email IDs, mobile numbers of people who are more interested in your business.

TWITTER FOR BUSINESS

Few important points to keep in mind when considering Twitter as a business. The issues were the background of the Twitter users, their habits of using the Twitter, the speed with which it was broadcast after an issue, the Twitter, and the disposition of the content was raised on the Twitter. In that regard, you can consider the following points when using Twitter for business.

When you start using Twitter for business, start using the Twitter account link in your official e-mail. Also, start using the Follow-On button on Twitter on your Facebook page or on your website, which is for business purposes. In general, when delivering business information on Twitter, it is given in very few words, with important features. This includes the exact nature of the business, contact addresses, job advertisements, business information, shop addresses, etc. Start participating in 'Twitter chat' on business-related topics; you can start such chat on current topics related to special topics as needed. Start by setting a specific time for this. Introduce your followers to chat topics, interactive experts. Invite to join the chat, welcome questions. Withdraw the answers to these questions from your account as well. Also, leave behind the good questions asked by the customers. End the chat by thanking everyone at the end of the chat. Post a message using the appropriate hash tag during the chat. Since such chats are open to everyone, often unnecessary people try to join the chat by behaving unnecessarily. Let them know that your behavior is not related to the topic of the chat, with due respect. In recent times, Twitter has also been used extensively for customer service. At such times, you have high expectations from customers. They need to respond on time. In such cases, they often have to choose a way to resolve their complaints by providing a personal e-mail ID. Is your system ready for this? On Twitter for this kind of process

Automation is also available. Based on that, it is possible to enhance the process of communication with customers. You can put your new product in front of a potential customer on a treatment basis. In this way, in the process of pitching your product, you can rely on the personalized messaging service available on Twitter. Based on that, your potential customers can access your profile. It is a constant requirement to keep your business profile up to date. Such customers are more likely to investigate other behaviors related to your business. For that, make sure that the dialogue on your Twitter becomes more meaningful from time to time. Considering advertisements for the business, there is now a need for faster and even shorter duration advertisements on the Internet than advertisements appearing on TV. The world of ads can be switched on or off which is now open to everyone on platforms such as Twitter. Accordingly, creating such advertisements related to your business is now an important part of your social media usage strategy.

INSTAGRAM FOR BUSINESS

With platforms like Facebook and Twitter available, the question of why you should use Instagram for business can definitely come up for professionals. The answer lies in the uniqueness of Instagram. Instagram can be considered a readily available and equally easy-to-use tool for disseminating visual information about your business. Being used on mobile and tab, this social media platform is providing a very useful feature to connect directly with its customers at any moment as per requirement. The age group of Instagram users is also an important issue in terms of business. Compared to any other social media platform, the large number of teenagers is a plus for Instagram. So, we have to consider Instagram not only at the personal level but also at the professional level when considering social media policy. The following points can help you when using Instagram as a business.

Instagram has also made it possible to use such videos to promote their products or brands. Mentioning specific places related to business, product manufacturing, or sales from your official posts, using the Instagram button from your website is also useful from a business point of view. Information on new topics and useful tools is constantly updated on the official blog of Instagram. Based on this information, it is possible to inform your business in an innovative way.

BLOGGING FOR BUSINESS

In the business world, blogging is widely considered a combination of social media to promote information related to your industry and products. Now a day's blogs are added to social media marketing strategies as an important part of content marketing strategy. From a business point of

view, blogging is very useful for people who want to establish contacts with individuals or organizations related to specific topics or projects, people who consider blogs as part of their social media strategy, and those who search engines want to make his identity in the world. Based on that, it is possible to do many things that complement the growth of the business. At the same time, blogging is not a viable option for those who do not want to share their information with others, people who do not have the time, effort, and ingenuity to do so, as well as businesses that are about innovation.

USE OF YOUTUBE FOR BUSINESS

Content in the form of videos increases customer interest, attracting them more than any other type of content. The format of audio content is more interesting than any other type of content, based on both sound and visual. That is why when looking for business from social media platforms, the use of videos and alternatively YouTube channels are considered useful to reach more and more interesting content to your customers. That's why when you think of YouTube from a business point of view, you have to pay full attention to the original idea of the video.

In the initial stages, the video presents a particular topic in a very interesting and unique way, informing how to do a task, interviewing a person or disclosing a topic in conversation, this business can be useful in the context of using video for. Based on that, we will work on your videos for a number of purposes, such as increasing direct customer engagement on your company's website, increasing subscribers to your YouTube channel, that is, regular viewers who are officially engaged with the channel to watch your videos Register online, creating a distinctive image of your business.

CONCLUSION

Today social media is playing an important role in the development of business. Social networking websites, which were started just to add friends, have now become the best marketing tool. The company is promoting its products all over the world with the help of fan pages and Facebook advertisements. Not only big businesses but also small businesses, hoteliers, bloggers, internet marketers, are using social sites like Facebook to advertise their goods and services. In the last few years, the concept of a blog to openly express your views through the Internet in your language has been growing in popularity. From children to celebrities, many people are brainstorming through blogs. Today, with the availability of Unicode on your computer, you can write blogs in all Indian languages. Apart from the open platform, blogging techniques are also being used for advertising. In addition, researchers are also using blogs.

SUGGESTIONS

1. Posting photos or other personal information on social media is not completely appropriate. Especially when uploading photos, you should be careful.
2. Share information only with people you trust. Be careful not to make your photos public.
3. Uploading information about home boys and girls on social networking sites is dangerous. Photos related to children, picnics, hoteling, and shopping are not to be shared.
4. Always use the screen lock of mobile phones and do not give phones to young children.
5. Do not keep your family name or easily identifiable password. Use letters as well as numbers.
6. While logging in, uncheck the 'Remember Password' option.
7. Do not write any important information while chatting. When it is working, turn off or cover the webcam.
8. No obscene or objectionable content should be disseminated on social media. Failure to do so can result in criminal charges under Section 292 of the Indian Penal Code. It carries a maximum jail term of two to five years. And there is a provision for a fine.

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