

# **Role of Social Media in Building Connects**

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## **ABSTRACT**

The growth and popularity of social media increasing day by day. Social media is an online interaction where people interact to build. Social Media also allows you to network with people from all around the world. Gone are the days of juggling various work meetings in person, social media has been completely transforming the way we communicate, stay in touch and deliver important updates. Whether utilizing social media for professional or personal use, it has become a necessity to ensure everyone's constantly updated in such a fast-paced and interconnected world It gives amazing opportunity to connect with people on the internet and turn them into your links. Many strong bonds have been forged through shared hobbies and interests. It is the great tool to help build customer relationship in your business. You can use the online platform to build your audience, share products and thank your customers.

**KEYWORDS:** Social Media, Network, Customers, Relationship.

## 1. Introduction

The term “social media” (SM) was first used in 1994 on a Tokyo online media environment, called Matisse.<sup>1</sup> It was in these early days of the commercial Internet that the first SM platforms were developed and launched. Over time, both the number of SM platforms and the number of active SM users have increased significantly, making it one of the most important applications of the Internet. Social media is a phenomenon that has become an important in marketing and is revolutionizing the way companies interact with their customers. Thus it has become almost important for every business either small or large to mark its social media presence if it wants to gain customer trust, establish expertise, and meet potential customers. It’s simply not enough to have social media sites up for the business, without a clear strategy for social media use. The business will have to struggle to get the customer engagement levels and increased sales. Bampo, Mauro, Michael T. Ewing, DineliR. Mather, David Stewart, and Mark Wallace. 2008. “The Effects of the Social Structure of Digital Networks on Viral Marketing Performance.”[1] Social media marketing strategy usually emphasize on efforts to create content that attracts attention and encourages users to share it with their social networks.

Expanding focus around worldwide development of events and the far-reaching utilization of technology in marketing, advertising and promotions have led moves in the manner by which organizations center around consumers. Bourlakis, Michael, Savvas Papagiannidis, and Feng Li. 2009. “Retail Spatial Evolution: paving the way from traditional to metaverse retailing.”[2] Researchers have perceived that innovation has gotten a significant segment in expanding markets and have characterized whole advertising systems around worldwide access to innovation. Simultaneously, advertising and promotion frequently center around the psychological, emotional, what's more, social variables impacting customer behaviors, components that must be fused into innovation-based advertising.

Therefore, even within the sight of worldwide extension and new innovations,

organizations need to take a look at the four basic "Ps" of advertising: product, price, place and promotion[3] of kinds of innovations that could enhance consumer interest, expand brand acknowledgment and improve over all marketing, numerous underuse technologies as an establishment for interacting with customers. These researchers, however, seem to suggest that extended utilization of information technologies and social media will be the trend in the future. Instead of concentrating on short-term promoting through innovation, capable organizations are coordinating social media mechanism to upgrade the relationship with customers.[4] Organizations often center around three of the most broadly utilized social media platforms for use in product marketing and branding: Facebook, YouTube and Twitter. More than any time in the past, organizations perceives the estimation of the utilization of techniques to draw in purchasers in a way that consistently reintroduces the products, increases the appeal of products, or identifies social segments to product encounters.

Online life sites have become the center point of information distribution on products, including the introduction of new product lines, the formation of brand awareness, and methods to shape consumer conduct[5]. Social media gives the novel chance to utilize informal advertising to a far-reaching crowd, supporting consumer-to-customer communication and advancing brand awareness through an enormous scope interpersonal organization.

Social media can be defined as "consumer-generated media that covers a wide variety of new sources of online information, created and used by consumers intent on sharing information with others regarding any topic of interest. "According to eMarketer (2013), nearly one in four people worldwide use social network sites - a number of about 1.73 billion people. By 2017, the global social network audience is estimated to be around 2.55 billion people". [6] When assessing social media as a marketing tool, most researchers include both mobile and web-based technologies that focus on ways that users "share, co-create, discuss and modify user-generated content".

This is considered by most to be a paradigmatic shift in the way companies market their products, because companies are relying on consumers more than

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SR.NO.	YEAR	DEFINATION	AUTHOR
2.	1997	Virtual communities are groups of people who communicate with each other via electronic media and is a relatively new phenomenon.	Rommetal.27
3.	1997	When a computer network connects people or organizations, it is a social network. Just as a computer network is a set of machines connected by a set of cables, a social network is a set of people (or organizations or other social entities) connected by a set of social relationships, such	Garton et.al.28

ever before to direct their marketing process and create the discourse around.

Not at all like print or TV promoting, social media isn't a publicizing platform all by itself, and subsequently, organizations can be challenged with deciding how consumers information and commitment impact the branding procedure in consumer goods[7].

Positive remarks in online life scenes can have a positive effect, yet negative remarks can likewise be a part of the brand exchange and will most likely be unable to be controlled by the organizations utilizing social media networking for promoting consumer.

Simultaneously, customers take an interest in the conversation and trades that impact the branding procedure, at the same time giving almost no consideration to their cooperation in the branding or marketing process.

as friendship, co-working or information exchange.

4. 1999 Virtual communities are defined by Hagel 29 bringing people together with a common set of needs or interests. Those needs or interests could span a variety of dimensions. Virtual communities could be organized around an area of interest

## 2. DEFINING SOCIAL MEDIA

Social media facilitates the sharing of ideas and information through virtual networks. From Facebook and Instagram to Twitter and YouTube, social media covers a broad universe of apps and platforms that allow users to share content, interact online, and build communities. More than 4.7 billion people use social media, equal to roughly 60% of the world's population.

Today, social media messaging apps and platforms are the most commonly used sites worldwide. In early 2023, 94.8% of users accessed chat and messaging apps and websites, followed closely by social platforms, at 94.6% of users. Social media allows individuals to keep in touch with friends and extended family. Some people will use various social media applications to network and find career opportunities, connect with people across the globe with like-minded interests, and share their own thoughts, personal updates, and insights online.

Social media originated as a way to interact with friends and family, but soon expanded rapidly to serve many purposes. In 2004, My Space was the first network to reach one million monthly active users. As social media exploded in the years that followed with the entry of Facebook and Twitter, businesses

gravitated toward these platforms as they could reach an audience instantly on a global scale. On average, global users spent 2.24 hours each day on social networks in 2020, the highest across almost any media type.

Going further, according to Global Web Index, 46% of internet users worldwide get news through social media platforms. That compares to 40% of users who view news on websites. Gen Z and millennial were most likely to view news on social media sites. Social media is a digital technology that facilitates the sharing of content, multimedia, and information through virtual networks and communities.

- There are more than 4.7 billion social media users around the world.
- In 2022, the number of social media users worldwide grew by 137 million, or about 3%.
- The largest social media platforms are Facebook, YouTube, WhatsApp and Instagram.

Social media typically features user-generated content and personalized profiles that lend themselves to engagement via likes, shares, comments and discussion.

### **3. CONNECTION BUILDING**

There's a psychological framework behind that process of getting to know someone new. It's called social penetration theory, and it applies to social media connections just as much as real-life friends. Social penetration theory lays out the different stages of building a relationship with someone. When we want to connect with someone new, we usually do so by sharing information about ourselves. [6] This is called self-disclosure. Self-disclosure happens in four stages. Each stage is a little more personal than the one before it.

- **Level one: cliché.** Unless you're an exceptionally gifted conversation artist, your small talk is probably a little bit cliché. Topics like sports and weather are not very exciting in fact, they're cliché—but they help you to establish a basic rapport.
- **Level two: facts.** As we open up, we start to share more information about ourselves. In a conversation between friends, this might be facts about what you do for work or where you went to school. As part of branded content on social media, it might mean the story behind your business or specific product details.
- **Level three: opinions.** The next stage of self-disclosure is sharing opinions. This is an important phase because it means showing our values and experiences. Whether you're talking to a friend or advertising to a customer, sharing opinions is key to finding out whether you have much in common.
- **Level four: feelings.** Our feelings are the most intimate level of conversation, which is why we don't share them right away. When you're ready to discuss feelings, the relationship reaches a new level. Above review of literature show social media is slowly becoming an important marketing tool offering different organizations opportunity to engage with their markets and to learn about customer's needs, important segments and profile. However, the implications are that this is an uncontrolled environment and therefore it requires a robust social media strategy that also manages.

The comments posted by consumers whether positive or negative. As these social network sites can pose a threat as well as an opportunity to companies by rapidly spreading the views of dissatisfied customer's comments. Different research papers discussed above suggests that the peer group online social network effect can

potentially influence purchase decisions because of its viral nature. Therefore, for an effective social media strategy augmenting it with other traditional media channels like radio, newspaper, or TV is mandatory.[10]

There view also reflects show social media has become an important tool for marketing and creating brand awareness. In fact, it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms.

To conclude an effective social media strategy may include the following process:

Clarify the social media goals: Without a clear idea of what we want to accomplish with social media, it is unlikely to achieve anything at all because all the efforts will be scattered or aimless.[11] Therefore, a specific, realistic and measurable goal is must. Measurable goals help to track the business progress towards each goal. Moreover, social media goals should tie in with the overall sales, marketing and productivity goals.

- Auditing current social media status: Audit of current social media status requires figuring out who is currently connecting to via social media, which social media sites the target market uses and a comparison with the competitor's strategies.
- Developing the content strategy: The content strategy should include
  - a) What type of content company intend to post and promote via social media?
  - b) How often the content is posted?
  - c) Who is target audience for each type of content?



d) Who will create the content?

e) How will be the content promoted?

Use of Analytics to Track Progress checking analytics frequently to see how the campaign is performing is must. [12]

- This can be done by using tools such as Facebook Insights and Google Analytics.
- Adjusting the strategy as needed: After analyzing the current campaign, next step is to resolve what is working. Then things are revised which are not working. Reflecting the new understanding,

This way organizations can create some deep relationships with customers and draw meaningful insights from the social media data.[13]

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