



UNIT I

INTRODUCTION TO SOCIAL MEDIA

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Social Media

- Social media is defined as the applications that build on the technological foundations of Web 2.0.
- Integrates the technology, social interaction and allows the construction of user-generated content
- Individuals and communities share, create, discuss, and modify user-generated content

Social Media

- Social Media is a platform that lets us participate in social networking.
- We can share our posts on various social media platforms to improve business visibility.
- Today it is the best source for news updates, marketing, education, and entertainment.

Social Media

- Social media sites and social networks like
 - YouTube,
 - LinkedIn,
 - Twitter,
 - Facebook,
 - Instagram
 - many more ..

Social Networking

- Social Networking refers to grouping of individuals and organizations together via some medium, in order to share thoughts, interests, and activities.
- There are several web based social network services are available such as
 - Facebook
 - Twitter
 - LinkedIn
 - Google+
 - etc. ...

Social Networking

- It offer easy to use and interactive interface to connect with people with in the country an overseas as well.
- There are also several mobile based social networking services in for of apps such as
 - Whatsapp
 - hike
 - Line
 - etc..

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Social networking Services

S.N.	Service Description
1.	Facebook Allows to share text, photos, video etc. It also offers interesting online games.
2.	Google+ It is pronounced as Google Plus. It is owned and operated by Google.
3.	Twitter Twitter allows the user to send and reply messages in form of tweets. These tweets are the small messages, generally include 140+ characters.
4.	Faceparty Faceparty is a UK based social networking site. It allows the users to create profiles and interact with each other using forums messages.
5.	Linkedin Linkedin is a business and professional networking site.
6.	Flickr Flickr offers image hosting and video hosting.
7.	Ibibo Ibibo is a talent based social networking site. It allows the users to promote one's self and also discover new talent.
8.	Whatsapp It is a mobile based messaging app. It allows to send text, video, and audio messages
9.	Line It is same as whatsapp. Allows to make free calls and messages.
10.	Hike It is also mobile based messenger allows to send messages and exciting emoticons.

Where Social Networking Helps

- Online Marketing
 - Website like facebook allows us to create a page for specific product, community or firm and promoting over the web.
- Online Jobs
 - Website like linkedin allows us to create connection with professionals and helps to find the suitable job based on one's specific skills set.
- Online News
 - On social networking sites, people also post daily news which helps us to keep us updated.

Where Social Networking Helps

- Chatting
 - Social networking allows us to keep in contact with friends and family. We can communicate with them via messages.
- Share Picture, Audio and video
 - One can share picture, audio and video using social networking sites.

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Reference

- Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity 1st , Kindle Edition by Avinash Kaushik
- Google Analytics



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Thank You