



SNS College of Technology

Coimbatore - 35



19BAE734 - SOCIAL NETWORK ANALYTICS

Unit 1- Introduction To Social Media And Social Networks

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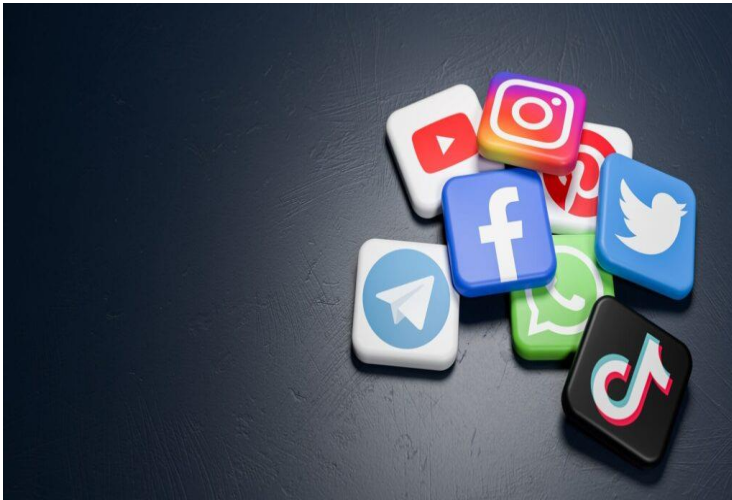
Department of Management Studies



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Guess the Topics...



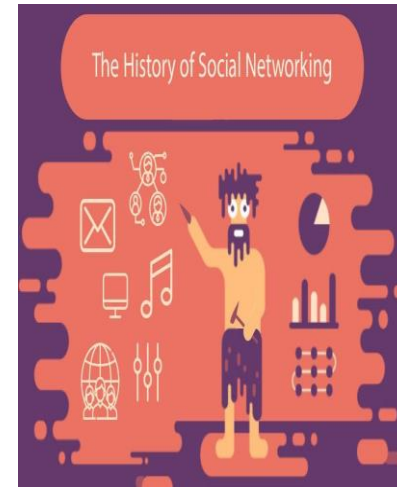
INTRODUCTION OF SOCIAL MEDIA



Social Media



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





Social Networks



- Social networking is an online platform that people uses to develop a social relationship with others with similar thoughts and personal interest, backgrounds, real-time connections or career activities.



Why Social Networking is Popular?

- It is so popular because it is widely applied in all sites and domains such as government, business, medical, education, finance, political and crowdsourcing, and entertain.
- It is valuable for small-scale industries to expand the contact for the growth of the company. The network serves as a CRM tool for many companies to sell products and get feedback.



Importance and Usefulness



- It is a significant platform for professional success, and it is an expansive network that offers a job opening.
- If the people are looking for a job shift, and someone in your connection knows about the opening, he can help you to any higher official in his concern.
- It is also focused on the user to encourage cycling and exercise to live a healthy lifestyle.
- This is a powerful tool that aids society to enhance physical and professional life with their related ones.



Business Applications Of Social Media

Social media for business

There are many social media platforms available for businesses to connect with potential customers. Here are some of the more popular social media sites and uses for each.

Facebook	LinkedIn	Twitter	Instagram
NUMBER OF USERS 2.3 billion	NUMBER OF USERS 850 million	NUMBER OF USERS 330 million	NUMBER OF USERS 1 billion
CHARACTER LIMIT, PER POST 63,206	CHARACTER LIMIT, PER UPDATE 700	CHARACTER LIMIT, PER POST 280	CHARACTER LIMIT, PER CAPTION 2,200
USE CASES B2C companies and nonprofits can build communities through targeted advertising and promoting events.	USE CASES A B2B platform where industry leaders and buyers spend their time. Users can create their own forums to start conversations, which promotes thought leadership, and share industry knowledge.	USE CASES Thought leadership and information-seeking individuals such as media outlets, writers and bloggers use this as a search engine to find real-time information. Provides brand awareness for companies and shines light on different topics.	USE CASES This platform showcases a brand's culture and identity, keeping customers engaged and wanting to do business with the brand.
AGE DEMOGRAPHIC All ages	AGE DEMOGRAPHIC 30-49	AGE DEMOGRAPHIC 18-29	AGE DEMOGRAPHIC 13-17

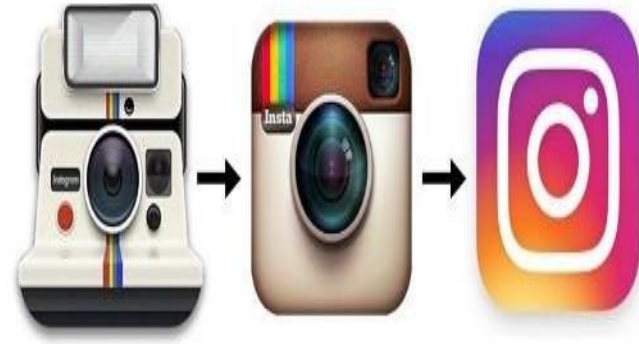
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Benefits of Social Media



- **User Visibility**
- **Business and product marketing**
- **Audience building**





Challenges of Social Media



- **Mental health issues**
- **Polarization**
- **Disinformation**
- **Offensive posts**
- **Security and retention**
- **Productivity concerns**





Assessment



Traditional data security and retention policies may not work with the features available in collaboration tools.

- a. Offensive posts**
- b. Security and retention**
- c. Productivity concerns**
- d. None of these**

Answer : D





Summary



- 1.Social media**
- 2.Social Networks**
- 3.Challenges**
- 4.Benefits**

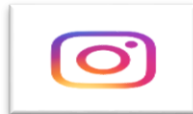




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Thank
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