# SNS College of Technology

Coimbatore - 35

## 19BAE734 - SOCIAL NETWORK ANALYTICS

# Unit 1- Introduction To Social Media And Social Networks


Presented by,

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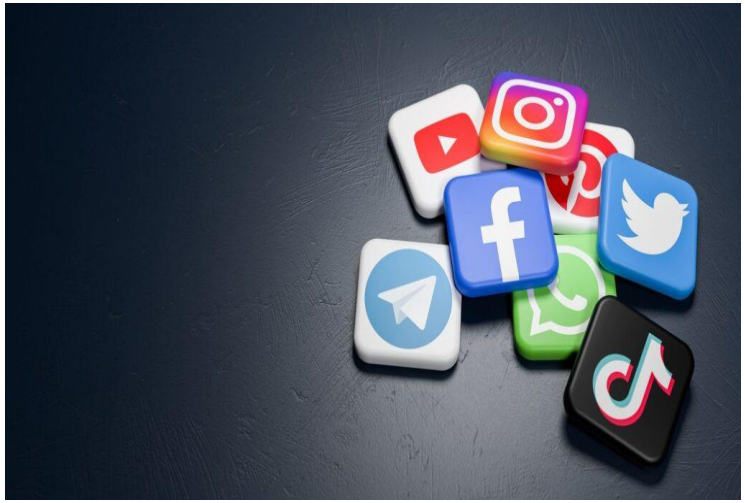
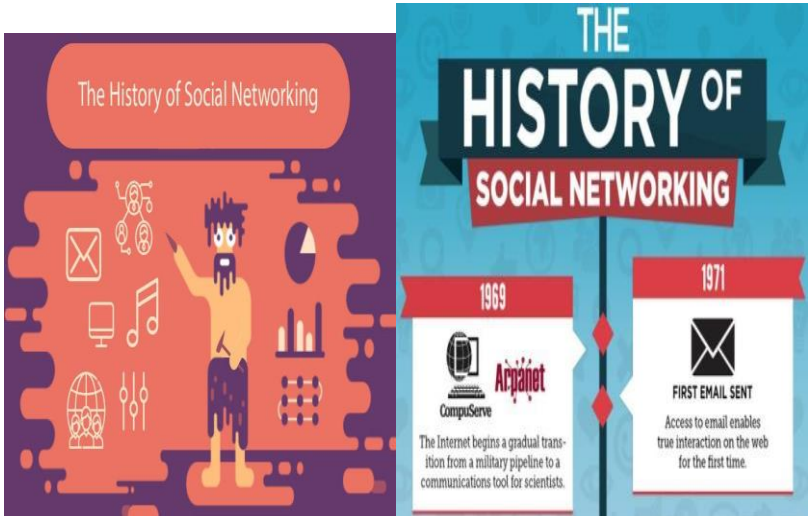
# Guess the Topics…



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.

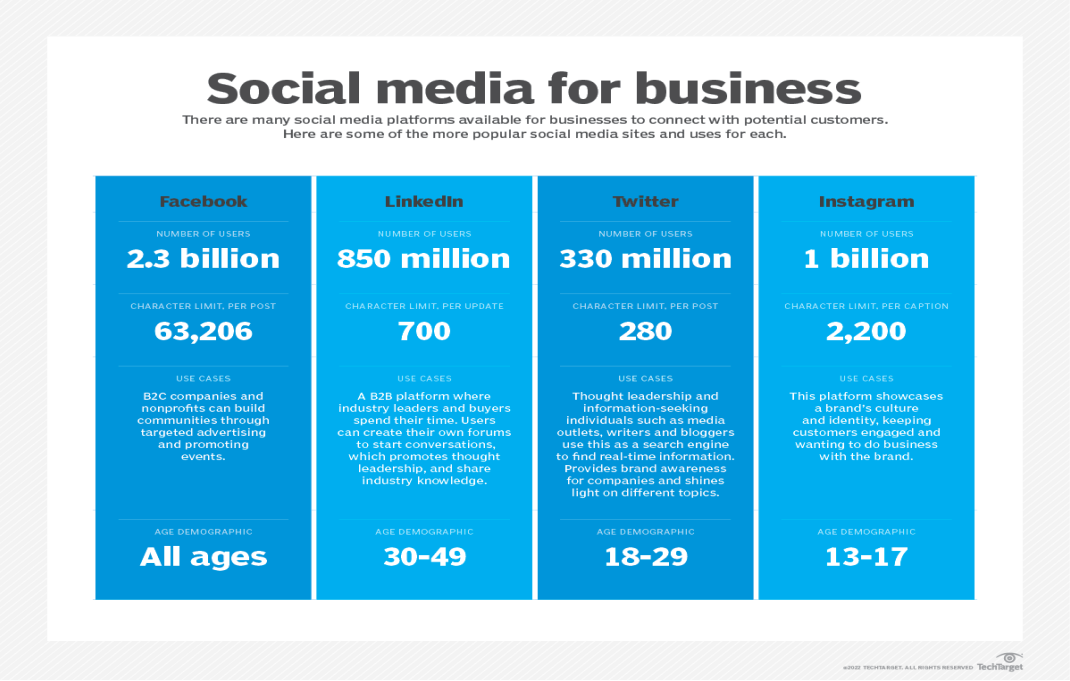
# Why Social Networking is Popular?

- 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

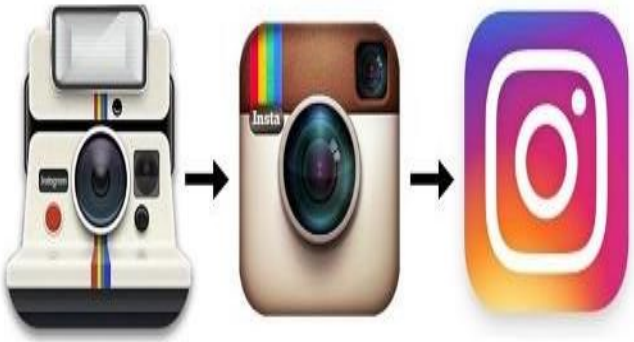
- It is a significant platform for professional success, and it is an expansive network that offers a job opening.
- If the people are looking for a job shift, and someone in your connection knows about the opening, he can help you to any higher official in his concern.
- It is also focused on the user 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



# 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 theses**

Answer : D

# Summary

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

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Thank you