

SUPPORTING TECHNOLOGIES FOR COMMUNITY-MAINTAINED RESOURCES

There are 3 main purposes contributing to the deal of social media:

1. Communities of Interest.

As the name suggests, “Communities of Interest” tend to involve subjects that people find interesting. Take an automobile forum discussing all things “Ford Focus” or a blog like World Changing, which seeks solutions to the world’s problems. Since these topics are typically created, maintained and populated by everyday people, they tend to be the most commonly visited with the time most spent. This “stickiness” is a goal for corporations who are trying to create and house a conversation around their product or message.

2. Communities of Task

The structures found in “Communities of Task” focus on peer-to-peer reviews, classified ads or other quick-fix points of action or research. People who seek to fulfill a specific goal often visit these communities to connect with credible advocates or find tidbits of information. The information sought is as diverse as the people seeking it: from wedding planners to microwave ovens to pick-up trucks to bed and breakfasts. People in research mode tend to visit once or contribute to short burst of activity, however the more credible/useful the content, the more likely the user will visit again.

Communities of task should be of interest to the company wanting to sway purchase intention during the research phase of the consumer funnel. Housing these kinds of conversations can prove very influential but to remain credible, the delicate dose of brand messaging must not overtake unbiased consumer insight.

3. Communities of Vocation

”Communities of Vocation” focus on professional connections with specific vocational needs. Perhaps the most famous community of this type is LinkedIn.com, an online social network of more than 13 million professionals representing 150 industries. These professional communities tend to be very “templated” in nature, offering clear boundaries of communication and focused discussion.

FaceBook could be counted as a community of vocation in it’s earlier student-only days. It became a community of interest when the network opened to the general public and the backend became available to user-contributed application development.

Types of communities:

There are, broadly speaking, five different types of communities.

You can classify every type of community by the purpose that brings them together.

1. Interest. Communities of people who share the same interest or passion.
2. Action. Communities of people trying to bring about change.

3. Place. Communities of people brought together by geographic boundaries.
4. Practice. Communities of people in the same profession or undertake the same activities.
5. Circumstance. Communities of people brought together by external events/situations.

Supporting Technologies that drive social media

Radio frequency identification tags: RFID is a computer chip to store information about an object or a person. It is a next-level technology that aids in the easy use of social media. For instance, if you are at a seminar and scan the RFID device with another RFID device having built-in social features, it will help you like or follow a brand on Instagram or download their product brochures within no time.

Augmented reality: AR is another very popular social media feature. Many social media handles are incorporating AR in their applications, the most popular being face filters in Snapchat.

Artificial intelligence: Artificial intelligence is another technological advancement that is influencing social media applications. AI is a part of almost all social media platforms today. Facebook, Instagram, and other apps use AI to recognize faces, improve search criteria and help set a target base for advertisements. LinkedIn uses AI for job recommendations and pop-up suggestions of profiles you might wish to connect with. It shows that AI has become a crucial part of the social media game.

Internet-of-Things: The technology is being used widely to monitor and market on social media. Businesses appoint IoT skilled app development firms to create solutions for real-time data monitoring coming from social media apps. It enhances the decision-making capability.