

The influence of social media on business

Media



The management and consumers can directly interact and this can positively contribute to the performance of the organization.

Majchrzak, A. et al., (2013). “ The Contradictory Influence of Social Media Affordances on Online Communal Knowledge Sharing.” *Journal of Computer-Mediated Communication*. Retrieved from: <http://onlinelibrary.wiley.com/doi/10.1111/jcc4.12030/pdf>

The use of computer-mediated communication (CMC) through different social sites is fostered information and knowledge sharing. Majchrzak, et al (2013, p. 38) state that “ The use of social media creates the opportunity to turn organization-wide knowledge sharing in the workplace from an intermittent, centralized knowledge management process to a continuous online knowledge conversation of strangers...” knowledge sharing is a virtue in an organization and this is enhanced by the use of social media which contributes to the effectiveness of the organization.

Margiotta, M. (2012). “ Influence of Social Media on the Management of Music Star Image.” *The Elon Journal of Undergraduate Research in Communications*. Vol. 3, No. 1. Retrieved from: <https://www.elon.edu/docs/e-web/academics/communications/research/vol3no1/01MargiottaEJSpring12.pdf>

Social media provides a new element in the promotion mix and it enables the management to develop relationships with the stakeholders involved in any business. Social media has also impacted the media industry where it is used to develop a fan-artist relationship and it also helps the management to develop discussions and promote internet-based publicity. Thus, according to Margiotta (2012, p. 5), “ internet-based social media has become an increasingly important aspect of marketing communications throughout all <https://assignbuster.com/the-influence-of-social-media-on-business/>

industries, including the music industry. This new mode of communication has significantly improved the exchange of information between the management and other stakeholders.

Wysocki, M. (2012). "The Role of Social Media in Sports Communication: An Analysis of NBA Teams." A Capstone project in fulfillment of a Degree of Master of Arts, School Of Communication American University Washington. Retrieved from: <https://www.american.edu/soc/communication/upload/Capstone-Wysocki.pdf>

Research has shown that over 65% of online adults use social networking sites and its usage has significantly grown among different industries and the sports industry is no exception. Thus, social media platforms such as Facebook, Twitter, YouTube, Foursquare, Instagram, Pinterest, Google+, blogs, and live chats are being increasingly used by different organizations. "Social media are efficient in reaching many stakeholders with speed, carrying ample amounts of information, and with the capability of interaction," (Wysocki, 2012, p.). To that effect, it can be noted that social media has significantly improved communication in different business setups.

Dam, R., Nelson, E. & Lozinski, Z. (2013). "The changing face of communication: Social networkings growing influence on telecom providers." IBM Institute for Business Value. Retrieved from: http://www.ibm.com/smarterplanet/global/files/au_en_us_telecom_gbe03121_usen_socialnetwork.pdf

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The combined effect of the use of social media has significantly altered the way organizations operate. For instance, "Social networking Web sites and <https://assignbuster.com/the-influence-of-social-media-on-business/>

services, such as Facebook, MySpace, and Cyworld, have become primary communication media for a new generation of digitally aware consumers,” (team, Nelson, and Lozinski (2013, p. 1). These social sites also make it easy to manage as well as to control the flow of information in business.