Individual organizational structure paper

Business, Organization

Individual Organizational Structure Paper MGT/230 July 23, 2012 Todd Lambertson Individual Organizational Structure Paper Facebook is a social-networking site that has a strong organization structure that is appropriate for their particular product; social media. Facebook seems like a simple site that does not require a structure to operate. Twitter works in the same way but is only set up for chatting through posts, or as it is called tweets. Tweets are text-based quotes of up to 140 characters and are posted on the user's profile page (Shetty, 2010). Users can also send pictures and videos through Twitpics and other sources (O'leary, 2011).

Millions of people use Facebook and organizations use them to advertise and to promote their services. Facebook is set up where users have friends who can see each other user's posts. They also can tag pictures, providing information on who is in a particular picture (O'leary, 2011). Facebook launched in 2004, and is now the most popular social-networking site. This strong organization structure has allowed Facebook to grow and continue to be strong in a competitive marketplace where the product is your personal life. Facebook has developed their organizational structure to become one of the most used social-networking sites in the world.

This spot was previously held by MySpace. MySpace was used by individuals to chat with each other, createmusicplaylists, and to post pictures and other personal information. Businesses never adapted to MySpace like they have with Facebook. Companies have found that it is more worthwhile to advertise with Facebook. Facebook realized that to stay in business and be profitable it would need high traffic on the site and many top advertisers. Once businesses could take advantage of this new web tool, they learned quickly

how helpful it was to them. Users can befriend or follow organizations that they are interested in.

The organizations can use this platform to promote a product, service, or even a cause. It is simple, easy to use, and effective. Facebook has developed games and applications to entertain a person while they are online. While a person is logged into Facebook a user can change their status, check on a friend's status, post pictures or even post on their friend's wall. Facebook is the most popular social-networking site that has developed a business structure that supports their organization. Facebook has many organizational functions that support the different responsibilities from within the organization.

Facebook is set up for huge amounts of marketing through the use of advertising, and Twitter allows individual organizations to post tweets to keep followers interested in them. Through games, Facebook makesmoneyby asking users to pay for different parts of the game. Anyone who has played Farmville or other games similar to it will say that these games are addicting. When playing these games users can purchase items in the marketplace with coins that they receive from playing that game whether it is from planting crops, harvesting them, crafting items, or harvesting their animals that they have placed on their farms.

There are also items in the marketplace that takes cash to buy. In Farmville it is called farm cash, and in order to get farm cash the person has to either buy a card from a department store like Wal-Mart or Target, or they can charge the fees to their credit cards. The amount of farm cash you can buy is low as $10 and a high of $100. The $10 dollars buys that person $55 farm

cash, and the $100 dollars buys $250 farm cash. Facebook has many ways to make money and maintain their financial stability; they can constantly try many different things.

Because Facebook has a huge amount of daily traffic, organizations are willing to pay to advertise with them. Facebook uses a horizontal and functional organization. They are set up in a way that an employee on the organization chart has a particular set of responsibilities and skills. These responsibilities and skills are unique to a specific task; they are specialized. A functional organization has specialized departments, and they are grouped according to their business functions or particular skills that each function requires (Bateman & Snell, 2011).

Facebook is a strong organization, and it will remain that way for years to come. Companies and organizations from all over the world will continue to use them to promote their ideas, products, or anything else that they want to make known. Dell and Best Buy are focusing their primary efforts on the marketing and their service through social media (O'leary, 2011). There is an easy way to follow charts between each operation. This allows for less confusion and clear channels of authority. Without this, failureis inevitable. While one department is responsible for monitoring he IT (informationtechnology), and another department is responsible for the web content. The same goes for marketing, human resources, and other similar aspects of the business. Every department is specialized and functions effectively this way. Without the proper structure, information can get confused and the responsibilities get unclear. This will create total chaos and in the end will cause the website to fail or collapse. For a business to be

successful, it has to have an effective organizational structure. A basic organization structure gives any business direction which that allows it to function at its fullest potential.

One of the first steps in starting up a business is to create a basic organization structure and to have it show all the departments, what their functions are, and who will be running it (Shetty, 2010). A functional organization is the proper structure for Facebook because of the different type of business they are. If responsibilities in the departments were not properly defined or organized, it can cause them to be less functional and less effective at social-networking. Social-networking sites are here to stay and Facebook is leading the way. They have learned from other social-networking sites like MySpace.

That is what it takes to create huge traffic and attract many and different advertisers. By creating an effective organizational structure, they can remain successful and have little or limited internal issues. References Bateman, T. S. , ; Snell, S. A. (2011). Management: Leading ; collaborating in a competitive world (9th ed.). New York, NY: McGraw-Hill Irwin. O'Leary, D. E. (2011). The use of social media in the supply chain: survey and extensions. , 18(2/3), p121-144. Shetty, N. (2010). Organizational structures. Retrieved from http://www. managementparadise. com/forums/human-resources-management-h-r/215152-organizational-structure. html