

# Social media

[Business](#), [Marketing](#)



Social Media Social Media Indeed social media has a substantial contribution to the prosperity of a company, whereby it has altered the mode of decision making by customers in various markets. In fact, this positive impact is attributed to the element of social networking, which is established by social media (Associated press, 2012). For example, customers are able to create communities where they hangout and discuss various features offered by products in the market; these discussions are held through social networking sites such as Twitter, Myspace, Facebook and LinkedIn (Associated press, 2012). On the other hand, companies are able to create pages in these social networking sites, where customers are able to access information, which is significant for mediating marketing. Therefore, social media harnesses and promotes effective communication among customers and the company offering various products.

There some of the negative influences of social media to the company, whereby it can make information that the company does not want to reach customers to be viral (Associated press, 2012). Therefore, the company can suffer from negative publicity due to negative reviews from a single customer. For example, a customer may be impatient about delivery of certain foods or services that they have ordered online, and they may result to making negative reviews about the company. In fact, this would result to negative publicity, which makes potential customers lose confidence on the company, however, this problem can be resolved by ensuring that content posted on the company account has been regulated, whereby only the reviews that has been approved can be displayed in order to avoid ruining the company's reputation.

## References

Associated press. (2012). Chapter 9: Social Media: Living in the Revolution.

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