

The influence of social media on organizations

[Media](#)



The Influence of Social media on Organizations

Based on the current trends and the impacts of social media on most organizations, I believe that all organizations need to have social media such as face book accounts, twitter, LinkedIn pages, and web sites among others. This is because social media have by large developed the way we interact making it easier for people to spread information and get feedback about their organizations faster and instant than ever before. Besides social media is a crucial way to learn about some emerging issues affecting organizations worldwide and how to deal with them effectively, and also the employee are at liberty to air their grievances and make their voices heard. Social media have significantly assisted in the marketing of most organization since there is wide access by many people in different parts of the world.

The drawbacks can be handled in a way that they do not hinder certain media, first the organizations need to come up with techniques which ensure that sensitive information regarding the organization is not leaked through social media, the administrators should maintain interest and motivation.

What features to look for in social media outlets? What type of information would you avoid making part of your social media strategy?

Social media sites should be free, neutral and unbiased to any group of people. Most of the information that should be censored is any information that is unethical or attempts to ruin the organization reputation. Some of the information I would avoid making part of my social media strategy include, hate speech, racial discrimination, false information, or any other information that is not socially acceptable.

What social media sources do you think are most useful for organizations to
<https://assignbuster.com/the-influence-of-social-media-on-organizations/>

send communications to external stakeholders, like stakeholders or customers?

Email and blogs are among the most useful social media sources to send communications to customers and stakeholders, different social media like face book accounts, twitter, and LinkedIn are more suitable with employees. This media sources enables the organization to be accessible by many people from different parts of the world. The social media are extremely efficient since the stakeholders, management, and personnel can discuss a matter online. People can interact with the organization from all corners of the world. With time meetings in organizations may be organized through social media.

The future direction of social media. How might technologies change them? Technology is changing exceptionally fast, and new ideas are born everyday and night. There is a lot in store, since there are many developments in the field of information technology. Social media is going to take over as the most reliable mode of communication. The security features in the social media is going to be increased, and this will invite more people. Due to its efficiency and convenient, social media will in future be the mostly recognized way of communication among companies and organizations as it creates platforms for social networks and information sharing. Technologies will change them positively making it more advanced and reliable to many. In years to come, social media will be one of the basic elements to the success of any organization.

Reference

Qualman, Erik. Socialnomics: how social media transforms the way we live and do business. Hoboken, N. J.: Wiley, 2009. Print.

<https://assignbuster.com/the-influence-of-social-media-on-organizations/>