What are twitters advantages

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What are Twitter's advantages as an electronic communication medium? Its disadvantages? Twitter as a social media site has a range of advantages. Foremost, it is an interactive networking site that allows for persons to socialize, meet new friends as well as conduct professional networking. In addition, Twitter has emerged as a fast and convenient method to keep in touch with friends. Another advantage of Twitter is its ability to pass across messages succinctly. This is due to its ability in limiting communication to 140 words. Furthermore, Twitter exhibits the advantage of convenience in use. To this end, Twitter exhibits convenience through instant messaging service in cell phones. Moreover, Twitter exhibits the advantage of citizen journalism. Evidently, Twitter has developed into a fast and convenient mode for reporting on world events such as politics, as well as breaking news on national disasters. Examples of national disaster which have achieved active citizen journalism via Twitter include Hurricane Katrina and Sandy in the United States, Southern California wildfires in 2007 and China earthquakes in 2008. Twitter equally possesses the advantage of fast, real time reporting and information sharing. This is more evident in reference to real time breaking news. To this end, Twitter has been labelled as a fast media of reporting on global news compared to other media sites such as news agencies. On the other hand, Twitter exhibits some disadvantages. Foremost, the number of tweets has been restricted to 140 characters. Consequently, it limits the comprehensive tweeting of important information. For example, during national disasters comprehensive details cannot be sufficiently communicated.

When might a manager find a Twitter an appropriate communication channel?

Twitter can be of benefit to the manager of a business depending on the context applied when using it. For example, a manager may find it beneficial while trying to keep constant flow of communication with his or her clients. To this end, the manager may ask for opinions from the client. This is in relation the quality of products or services offered. Moreover, the manager may create a Twitter account whereby customers may post their personal opinions on how products or services may be improved. Furthermore, the manager may use Twitter in monitoring the customer the market trends in the industry. Another beneficial use of Twitter by a manager pertains to advertising of the services and products offered by the business. To this end, the manager is able to reach a wide range of potential clients for its products and services. Moreover, Twitter offers a cheap mode for the manager to advertise his or her products to a wide array of customers. In addition, the manager may use Twitter to transmit informal but pertinent information relevant to the organization. For example, informing employees about a social gathering or issuing congratulatory messages to them.

When might a manager want to discourage employees from using Twitter? There are several circumstances when a manager may discourage employees from using Twitter. Foremost, and most importantly the manager will most likely restrict employees from using Twitter during official work hours. This is more evident in circumstances when employees use it for tweeting personal information. Moreover, the manager would restrict employees from using their personal Twitter accounts while communicating with clients regarding company products or services. In most circumstances, the business may have an official Twitter account for communicating with clients. Furthermore, the manager may restrict employees from using Twitter

in communicating company strategies and resolutions agreed on during

meetings

Reference

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