

Examining the use of social media and its impact on corporate

[Media](#), [Social Media](#)



Title Examining the Use of Social Media and Its Impact on Corporate Commerce Assessment A, Part One - Evaluating the Pros and Cons of Different Social Media Sites Identify the pros and cons for each site. Blogger Con: Security - possible transmission of untrustworthy links Blogger Con: Too much information - public disclosure Blogger Con: Ability to post relevant, up-to-the-minute news and updates Blogger Pro: Ability to create a community Blogger Pro: Ability to incorporate elements of other social media sites

Blogger Pro: Mass customization - widespread use among target audience Blogger Pro: Ability to receive instant feedback from product demographics Digg Con: Not relevant to the niche audience Digg Con: Ability to receive instant feedback from product demographics Digg Con: Mass customization - widespread use among target audience Digg Con: Instant communication to large groups Digg Pro: Media convergence - showing text, screen shots, videos Facebook Con: Limited visual presentation of product

Facebook Con: Ability to filter comments via an approval mechanism Facebook Con: Security - possible transmission of untrustworthy links Facebook Pro: Ability to create a community Facebook Pro: Ability to incorporate elements of other social media sites Facebook Pro: Mass customization - widespread use among target audience Facebook Pro: Instant communication to large groups Facebook Pro: Ability to receive instant feedback from product demographics Facebook Pro: Mobility - viewing on a cell phone adds to the audience

Facebook Pro: Ability to post relevant, up-to-the-minute news and updates
Facebook Pro: Media convergence - showing text, screen shots, videos
Flickr Con: Limited access from target audience
Flickr Con: Ability to receive instant feedback from product demographics
Flickr Con: Mass customization - widespread use among target audience
Flickr Pro: Not a good way to build buzz in the beginning
Flickr Pro: Limited visual presentation of product
Metacafe Con: Ability to receive instant feedback from product demographics
Metacafe Con: Instant communication to large groups
Metacafe Con: Ability to receive instant feedback from product demographics
Metacafe Pro: Media convergence - showing text, screen shots, videos
Twitter Con: Ability to filter comments via an approval mechanism
Twitter Con: Character Limits
Twitter Con: Limited visual presentation of product
Twitter Con: Security - possible transmission of untrustworthy links
Twitter Con: Ability to receive instant feedback from product demographics
Twitter Pro: Instant communication to large groups
Twitter Pro: Mobility - viewing on a cell photo adds to the audience
Twitter Pro: Ability to post relevant, up-to-the-minute news and updates
Twitter Pro: Ability to receive instant feedback from product demographics
YouTube Con: Ability to filter comments via an approval mechanism
YouTube Con: Security - possible transmission of untrustworthy links
YouTube Pro: Ability to incorporate elements of other social media sites
YouTube Pro: Mass customization - widespread use among target audience
YouTube Pro: Media convergence - showing text, screen shots, videos

Assessment A, Part Two - Examining the Use of Social Media and its Impact on Corporate Commerce Recommend which social media site Master Dynasty should be launched on. Blog, Twitter, and Facebook. Assessment B - Examining the Use of Social Media and its Impact on Corporate Commerce How can social media sites help us build our brand? Centralizing social site, and create links to our other sites will build up our brand. How can we best reach our target audience? Gather our quality followers instead of quantity, we can choose our niche in our target audience based on profiles.

How can it help our corporate commerce to show our audience that we're human beings? Show audience we are not just here to sell, but are gamers to. How does social media help give people a reason to buy from us? Targeting relevant customers and marketing our brand turns selling into participating online community. How can we use customer comments to improve our corporate commerce? By helping, us keep our customers happier by responding to their individual needs after receiving instant feedbacks of comments and posts. © 2011 Toolwire, Inc. All rights reserved.