

# Free creative writing on do you face book, twitter, linkedin

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



## **SOCIAL MEDIA**

The social media phenomenon which started a decade ago has grown at a tremendous pace and thus the adoption rate of social media has become part and parcel of everyone's daily life.

With the emergence of mobile technology in terms of internet connectivity, social mediums such as Face book, LinkedIn, and Twitter etc. have become communication channels with its constant interactive elements both from a professional and personal perspective.

The mediums discussed above have their own consumers ranging from teenagers, adults, middle age, and old age people of both sexes.

Being a student the medium which I use most is face book as it gives me instant connectivity with my friends on a constant basis, besides chatting, gaming, and messaging, it is utilized most for sharing pictures and information about one's self and thus helps in making new friends from all over the world.

Constructing a public profile, the games & competitions of your choice, the pages of activities which you like and also in general entertainment makes face book as one of the desired social media medium.

With regards to Twitter and LinkedIn, I do not have a profile on Twitter and however I do have an account on LinkedIn which helps me to connect with professionals from all over the world and also read blogs and articles specifically on marketing, advertising and public relations which are my field of study.

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As a medium which has changed the media landscape social media is used

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for marketing and for information sharing in a very effective manner, on face book the easiest way to market an event is to send invites and that in essence gives an idea of the participants with online registration.

However it has to be noted that for a personal event face book and other mediums are utilized as primary medium, but for a professional event e. g. a concert or a corporate event.

Social mediums are just part of the marketing tool as invites in hard copy are still the norm for invitation to make it attention worthy.

On a concluding note effective marketing is one of the most important and main factor in ensuring the success of an organization.

In this age of a globalized economy and technological advancement the consumers are spoilt with an array of choices in view of the products and services they use and the advent of social medium has given them new way to reach out for new brands (Lancaster and Massingham, 2011).

SOCIAL MEDIA

## **References**

G. Lancaster and L. Massingham (2011). Essentials of Marketing Management. Chapter 1: A strategic approach to marketing. Routledge