

Social media  
leadership:  
leveraging consumer  
conversations as a  
new source of val...



**ASSIGN  
BUSTER**

## **Social Media Leadership: Leveraging Consumer Conversations as a New Source of Value**

**Social Media Leadership: Leveraging Consumer Conversations as a New Source of Value**

The social media platform has leveraged the potential of businesses to develop strong and profitable relations with their customers (IBM, 2009). However, the extent of usage of this media to enhance customer relationships remains limited and very few organizations have implemented strategic controls necessary to realise expanded benefits of this media (EIU, 2011). The challenge lies in identifying and recognizing the key parameters such as managerial perspective, leadership capabilities and technology competencies to exploit the potentials of social media applications in harnessing consumer relationships (HCI, 2010). The study provides an analytical framework for organizations to promote and exploit the potential benefits of social media to strengthen customer relationships and generate business value. The analysis focuses on the significance of management approaches in delivering the desired outcomes and create business value for the organization.

**Research questions**

The research study explores the different dimensions related to the implementation of social media leadership and the managerial approaches that can be used by businesses to maximize benefits from the use of this media. For the purpose of clarity the following research questions have been framed –

1. How do business outfits approach the implementation of social media platform?
2. What are the strategic issues and challenges faced by managers in integrating social media applications?
3. What are the different approaches taken by managers to meet these challenges?
4. How can businesses

leverage the benefits offered by social media towards a more profitable and sustainable model of growth? The research study aims to provide a conclusive evidence of strategic models that can help organizations realize the true potentials of the social media platform. References EIU. (2011). Re-envisioning customer value. Economic Intelligence Unit report. HCI. (2010). Social networking in government: opportunities and challenges. Human Capital Institute. Hoppe, B. & Reinelt, C. (2009). Social network analysis and the evaluation of leadership networks. Leadership Quarterly. IBM. (2009). The path forward – New models for customer focused leadership. The 2009 Global CRM Leaders Study. Wade, M. (2011). Is your social media strategy SICK? International Institute for Management Development.