Social Media for Supporting Businesses Innovatively in Digital World

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Abstract—Nowadays in digital world, using social media is very regular and necessary, because it involves with life styles and behaviors of people in the societies such as personal–to-personal communication, cooperation within the organization, and the commerce that relies on every type of communication technology. The social media which we mentioned are Facebook, Twitter, E-mail, SMS etc. The reasons of using these technologies are different according user's objectives. Especially for the businesses, they need the budget for distribute the product's news to the customers. Now the budget management is very critical, so the social media has been used for effective promoting the "products/services" anytime and anywhere. The important question is "how can we utilize social media in the creative way?". The examples of using the technology to support businesses are: applying ontologies to e-tourism use the social media software in e-learning, and using interactive manner to improving how users interact with the web pages etc. This paper is show the case studies about successfully use social media to help establishing and promoting businesses, also the paper mentions some of recommendations how to use social network efficiency in Digital World.

Keywords—social media, Internet, communication technology, social networking

I. INTRODUCTION

The World Wide Web (WWW) was born on August 6, 1991[1], when the first web page was launched on the internet by Sir Tim Berners-Lee (figure 1). Sir Tim Berners-Lee also said *"The Web is more a social creation than a technical one. I designed it for a social effect – to help people work together – and not as a technical toy"* (Peddie, 2011). The rise of the Internet has had a revolutionary effect on society (Fenell, 2011). It changes the way of communication. It is definitely remove the obstacle of the distance from the communication process. One of the most operated of these Internet application is the World Wide Web. Web is a practicable interface to a compound network of computers and data. In Asia alone, there are about 922.3 millions of internet users which are the largest amount of internet users (44.8 %). And the growth of world total internet user in 2010-2011 is 528.1 % (figure 2).

Figure 1. Sir Tim Berners-Lee's first web site was simply a page of links to share data and news[1]

Collaboration is essential today and Internet help collaborating. It can create both synchronous communication, including chat rooms and instant messages, occurs in real time. It can happen in single location through employing office application or in multiple locations with using conference calls, webinars, multiparty text chat, Google text, Microsoft SharePoint, Windows Live SkyDrive, Videoconferencing. On the other hand, asynchronous communication, such as e-mails, blogs, discussion forum, and team survey allows people to respond to communications (Kroenke, 2011). The increased use of Internet communication technology has created a call for greater digital diversity. The type of Internet connection also plays a role in digital diversity, as high-speed connections offer more online opportunities than slower connections (Fenell, 2011).

WORLD INTERNET USAGE AND POPULATION STATISTICS December 31, 2011						
World Regions	**Population (2011 Est.)**	**Internet Users Dec. 31, 2000**	**Internet Users Latest Data**	**Penetration (% Population)**	**Growth 2000-2011**	**Users % of Table**
Africa	1,037,524,058	4,514,400	139,875,242	13.5 %	2,988.4 %	6.2 %
Asia	3,879,740,877	114,304,000	1,016,799,076	26.2 %	789.6 %	44.8 %
Europe	816,426,346	105,096,093	500,723,686	61.3 %	376.4 %	22.1 %
Middle East	216,258,843	3,284,800	77,020,995	35.6 %	2,244.8 %	3.4 %
North America	347,394,870	108,096,800	273,067,546	78.6 %	152.6 %	12.0 %
Latin America / Carib.	597,283,165	18,068,919	235,819,740	39.5 %	1,205.1 %	10.4 %
Oceania / Australia	35,426,995	7,620,480	23,927,457	67.5 %	214.0 %	1.1 %
WORLD TOTAL	6,930,055,154	360,985,492	2,267,233,742	32.7 %	528.1 %	100.0 %

Figure 2. World internet usage and population statistics (December 2011) (internet world stats, 2011)

The term social media refers to the application of web-based and portable technologies to turn communication into an interactive conversation. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content (Yochai, 2006)." Social media include blogs, social search, social networking, and bookmarking, presents the marketer with a rich set of new tools to help in the effort to generate new business (Jantsch, 2011). Kietzmann et al (2011) argue that "social media introduce substantial and pervasive changes to communication among organizations, communities, and individuals" (Anne, 2009), enabled by ubiquitously accessible and scalable communication techniques. And MicrosoftLive report also define social network as social media which is the *use of technology to co-create, know, like, and trust* (Jantsch, 2011). Social media are the tools and platforms that people use to publish content and interact socially online (Heathfield, 2011).

Social networks are part of social media (figure 3) which are applied to any kind of products and services such as video, blogs, microblogging, SMS/voice etc. Sometimes it called User generated content which includes conversation, articles, images or pictures, recipes, and anything that an individual might share with others in their daily lives. This paper emphasizes the social networking in the second section; the third section is about the example of success business from using the social networking. And the last section is the discussion and recommendation from the business practices.

II.   SOCIAL NETWORKING

In the late 1990s, user profiles became a central characteristic of social networking sites, allowing users to compile lists of "friends" and search for other users with similar interests. New social networking methods were developed by the end of the 1990s, and many sites began to develop more advanced features for users to find and manage friends (Romm-Livermore & Setzekorn, 2008). This newer generation of social networking sites began to grow with the appearance of SixDegrees.com in 1997[2], followed by Makeoutclub in 2000[3,4], Friendster in 2002 (Knapp, 2006), and became part of the Internet mainstream. Friendster was followed by MySpace and LinkedIn a year later, and finally, Bebo. Facebook (Rosenbush, 2005), launched in 2004, has since become the largest social networking site in the world. Information system of social networking is that support interactions on a social network. It changes the way of living quickly. Social media already highly influences our shopping, relationships, and education.

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[2] mcmc.indiana.edu

[3] longislandpress.com

[4] bnet.com

Figure 3: Social Media[5]

Research suggests that most social networks *primarily support pre-existing social relations*. For the most part, Facebook is used to maintain existing offline relationships. The users of social media intend to search for the people that they already knew than searching for the strangers. While social networks are often designed to be widely accessible, many attract homogeneous populations initially, so it is not uncommon to find groups using sites to isolate themselves by nationality, age, educational level, or other factors that typically segment society (Kasteler, 2010).

A recent study involving adolescents and the Internet sums up the communication medium's impact and potentia (Williams & Merten, 2008).

> *"The Internet is more exciting and challenging as a research environment than earlier media because it is a complex, virtual, social, and physical world that children and adolescents participate in and co-construct, rather than something that is merely watched or used such as television or personal computers. It becomes a complex virtual universe behind a small screen on which developmental issues play out ... offering new views into the thoughts, feelings, and behaviors of children and adolescents (Greenfield & Yan, 2006, p. 393)."*

Six core principles underlie the value of social-media solutions, and, in combination, serve as the defining characteristics that set social media apart from other forms of communication and collaboration (Bradley, A. J., 2010): 1. *Participation:* The only way to achieve substantial benefits from social media is by mobilizing the community to contribute. Social network is useless without participation. 2. *Collective:* People collect around the Facebook social graph to contribute their profile information, add encyclopedia articles to Wikipedia, share videos on YouTube. It means they collect around the content to contribute rather than individually create the content and distribute it. 3. *Transparency:* They get to see, use, reuse, augment, validate critique and rate each other's contributions. *4. Independence:* The principle of independence means that any participant can contribute completely independent of any other participant. This is also called anytime, anyplace collaboration. *5. Persistence:* With social media, the fruits of participant contributions are captured in a persistent state for others to view, share and augment. . It differentiates social media from synchronous conversational interactions, where much of the information exchanged is either lost or captured, most often only in part, as an additional scribing activity. 6. *Emergence:* The emergence principle embodies the recognition cannot be predicted, model, design and control all human collaborative interactions and optimize them as you would a fixed business process. It is the recognition that one benefit of social media is as an environment for social structures to emerge.

III.   COMMUNICATION IS (STILL) CHANGING

Starting from e-mail effect on the way of people's communication; in Thailand, it made telegraph out of services. Because of the quick and instant response time, it became primary contact for everyone. And reading e-mail in the morning became the first priority in work day basis. Instant messaging came along with even more interactive, the shorter length of messages and the style of the interaction is more conversational. Social network acts as broadcast technologies. They transform these short bursts of communication from one-on-one conversations to little news programs: we can "tune in" when we want an update or have something to say, and "channel surf" to other activities in among updates (The New Media Consortium, 2007). With e-mail the time is shorter, with instant message; we know what the other party's attention and focused on us, as with phone call.

With Twitter, offers an instant update of whom we know happen to be doing routines activities. Thompson (2007) calls this phenomena *social proprioception,* They give a group of people a sense of itself, making possible strange, fascinating feats of coordination.

The social networks also create new means of communication. With Skype or Yahoo voice turn a computer web camera and headset into video phone. However, it is not say that these kinds of communication offer the same contextual signals as face-to-face communication, they do not; but there is a new dimension to interaction; that does not happen in other online contexts. *They can hear what the audiences say about they wrote on the blogs.*

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[5] http://5.seo.com/wp-content/uploads/2012/02/social-media-screen.gif

Social networking have become online meeting spaces with virtual environments like Second Life(figure 4) and World of Warcraft where users are members or residents or players can interact and express themselves with speaking avatar or a profile. These can offer the way to keep in touch with existing communities such as social and professional groups. It makes possible for people who would not usually contact more than a few times a year to communicate or friends got together through online spaces. YouTube and Flickr show forum which is mean of sharing preference and popular culture. The users can browse video, music or pictures, add comments, upload and download the multimedia files.

Figure 4. Avatars meeting in Second Life[6]

These can break barrier of distant and social burden between colleagues, relatives, and friends. One reason that why people always back to the places like in Second life is because of the professional and social interactions. The attraction reclines in the communication among the people that the online spaces give. Many people are still learning how to use theses technology especially the elder, however, for the youth it is their nature already. The bottom line for the online communication means is not limited. It is possible to use by anyone and anywhere.

IV. SOCIAL MEDIA FOR BUSINESS

The University of Maryland's School of Business looked at the relationship between social media and small businesses and found that the technology adoption rates in the United State have *doubled* in the past year from 12% to 24% (Smith, 2010). The data come from the university's third installment to its Small Business Success Index report and is based on a December 2009 telephone survey of 500 small business owners. The study conclude that nearly one in five small business owners are integrating social media into their business processes, Facebook and LinkedIn were the most popular sites (Grove, 2010).

The small business owners who are using social media are primarily engaging in social media through company pages (75%) and status updates (69%) on Facebook or LinkedIn (figure 5), build network through 57%, monitor feedback 54%, have a blog 39%, tweet 26%, use as customer services channel 16% and others 8%. What's especially intriguing is that a much smaller percentage of respondents just 16% are using Twitter as a customer service channel (Grove, 2010).

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[6] http://t1.gstatic.com/images?q=tbn:ANd9GcQOi9Wp7VYfk_gpzJsGeJzdgLRAhTtdgZZq6_Ki1BrP9Lqd4dH0

Social Media Sources and Usage
(n=89)

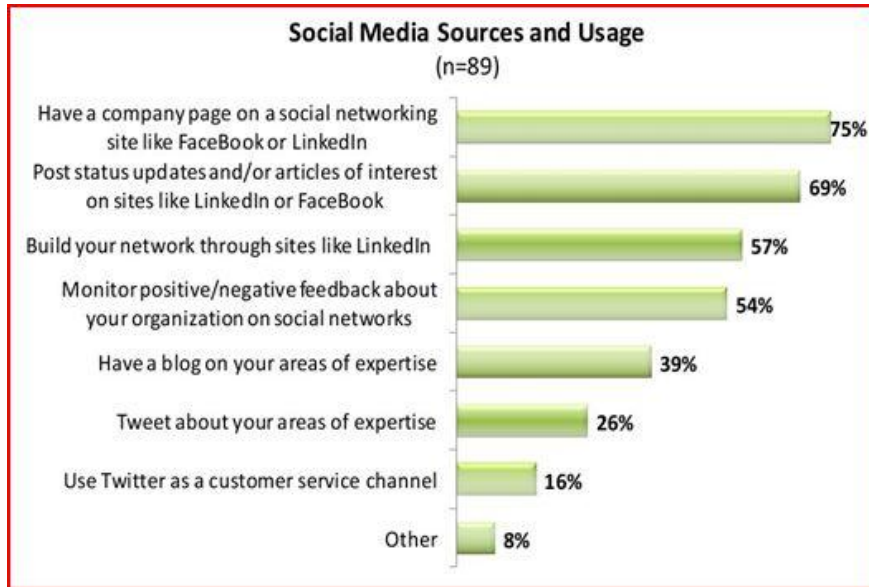|	
Have a company page on a social networking site like FaceBook or LinkedIn	75%
Post status updates and/or articles of interest on sites like LinkedIn or FaceBook	69%
Build your network through sites like LinkedIn	57%
Monitor positive/negative feedback about your organization on social networks	54%
Have a blog on your areas of expertise	39%
Tweet about your areas of expertise	26%
Use Twitter as a customer service channel	16%
Other	8%

Figure 5. Social Media sources and usage (Grove, 2010)[7]

Facebook and LinkedIn have become the predominant platforms for small business owners. There is the very good survey from the latest Software Insider "State of Social Business", 103 respondents identified 25 additional use cases that spanned across key enterprise business processes that impact eight key functional areas, from external facing to internal facing (Wang, 2011)(see Figure 6): 1. Public relations/ Marketing (PR/MA). Key impacted business process: Campaign to lead, 2. Sales (SFA). Key impacted business process: Lead to deal, 3. Service and support (CSS). Key impacted business process: Incident to resolution, 4. Projects (PBS). Key impacted business process: Kickoff to delivery, 5. Innovation/ product life cycle management (PLM). Key impacted business process: Concept to production, 6. Supply chain (SCM). Key impacted business process: Sourcing to acceptance, 7. Human capital management (HCM). Key impacted business process: Hire to retire, 8. Finance. Key impacted business process: Invoice to payment.

FUNCTIONAL AREAS	SELECTED BUSINESS PROCESS	SOCIAL BUSINESS USE CASES		
		Analytics	**Internal Collaboration**	**External Engagement**
PR/Marketing	Campaign to Lead	Sentiment analysis	Campaign creation	Augmented events
		Social media monitoring	Resource staffing	Feedback loops
		Campaign performance		Lead generation
		Reputation		Customer loyalty
		Engagement		VIP Experience
		Advocacy		
		Reach		
Sales	Lead to Deal	Territories analysis	Collaborative forecasting	Save the deal
		Product/service profitability	Lead matching	Steal the deal
		Sales person effectiveness	Prospect augmentation	Partner selling
		Channel analysis	Crowdsourced contacts	Multichannel commerce
Service/Support	Incident to Resolution	Service level performance	Knowledge base creation and curation	Agent escalation
		Incident type analysis	Support escalation and resolution	Peer based support
		Channel optimization		Reactive support
		Customer satisfaction		Predictive support
		Retention		
Projects	Kickoff to Delivery	On-time delivery	Forecasting	Idea generation
		Collaboration	Issue resolution	Benchmarking
			Project staffing	Polling and data collection
			Workspaces	
Innovation/Product Lifecycle	Concept to Production		Internal design	Partner collaboration
			Internal ideation	Crowdsourced innovation
Supply Chain	Sourcing to Acceptance		Collaborative forecasting	Demand sensing
			Operations planning	Dispatch optimziation
				Sourcing networks
HCM	Hire to Retire	Reputation and sat	Performance reviews	Background checks
		Compensation benchmarks	Compensation design	Recruiting
		Employee sentiment/satisfaction	Feedback loops	Compensation comparisons
Finance	Invoice to Payment	Credit risk assessment	Expense management	Travel management

Figure 6. Constellation Defines 43 Social Business/ Social Enterprise Use Cases and 24 Key Analytics[8]

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[7] http://www.biznology.com/2010/09/are_smbs_slowing_down_on_socia/

There are 43 use cases of social network for business with the top 20 of them (figure 7). The most uses case of social network is for service and support that have been use for reactive support with 68.9%, and the second is for support and resolution with 64.1%.
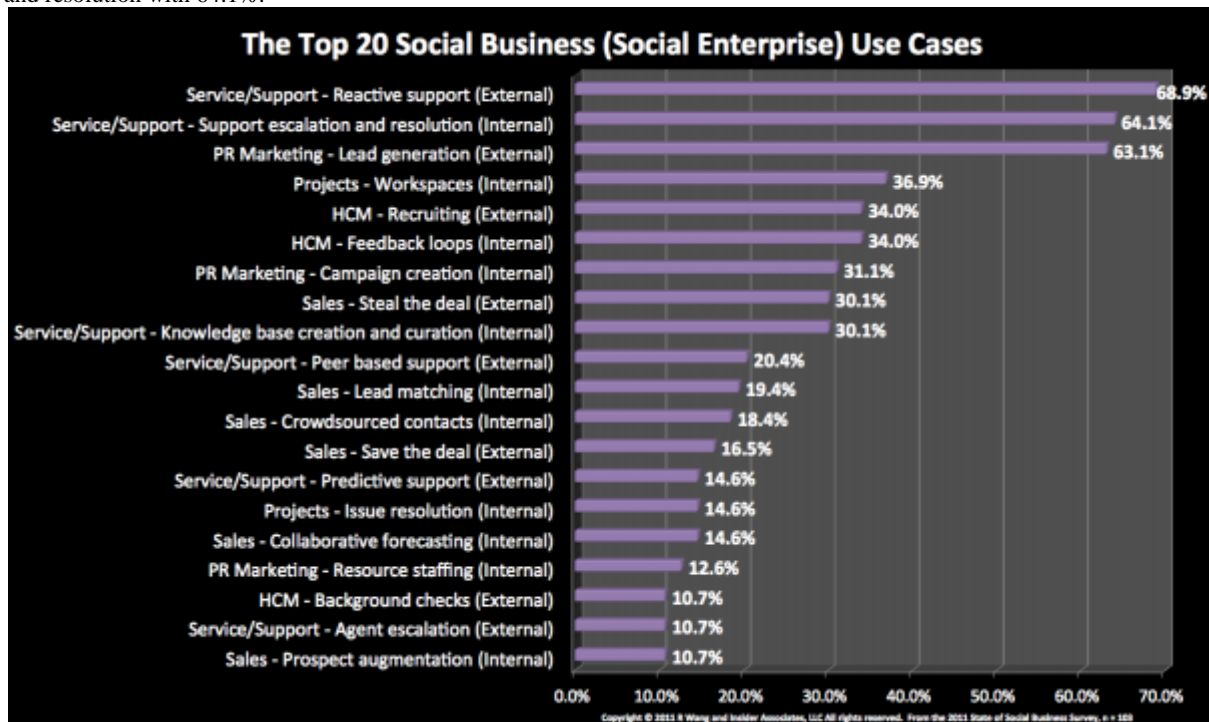

Figure 7. Constellation's Top 20 Social Business (Social Enterprise) Use Cases[9]

There is also the guide from Heathfield (2011) about social media goals for employers as follow: Develop a life-long network , Recruit potential employees with company's business page, Search on candidate names, Reinforce company's personnel and company's professional brand and strengthen company's business brand, Network with people who share company's interest in a career, a profession, or a topic, Create a space around which users of company's product or service can interact with company and develop a relationship to build loyalty, word-of-mouth, and repeat use, Solicit feedback, provide customer service, and solve consumers' problems.

Finally, Betsy Weber of *TechSmith Corporation*[10], in addition to individual employees, needs to establish a company presence on significant social media sites. The recent *Cone Business in Social Media* [11] study indicates that "93% of Americans believe that a company should have a presence on social media sites and 85% believe that these companies should use these services to interact with consumers." Of the study responders: 60% of Americans regularly interact with companies on a social media site, 43% of consumers say that companies should use social networks to solve the consumers' problems, and 41% believe that companies should use social media tools to solicit feedback on products and services.

We live in dynamic times, find what is true for company and share. Today's approach to marketing, the approach infused with social media, leans much more heavily on the 4 Cs of marketing. Tons of relevant, education-based, and perhaps user generated content that is filtered, aggregated, and delivered in a context that makes it useful for people who are starving to make connections with people, products, and brands they can build a community around(Jantsch, 2011).

Content + Context + Connection + Community = Social Media Marketing

V.   CONCLUSION

Social Media is a communications channel and not a marketing tactic! (AugieRay**,** 2008) Social Networking, It is always work for business? Many businesses simply try to do too much – Twitter, Facebook, LinkedIn, MySpace, etc. The multiple updates are not always reaching different audiences, and it's a waste of time. If company is simply targeting the same groups with the same messages but in different locations, it is easy to get too personal, or too off-topic, when social

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[8] http://blog.softwareinsider.org/2011/08/28/research-summary-introducing-the-43-use-cases-for-social-business-social-enterprise/screen-shot-2011-08-28-at-12-39-09-am/

[9] http://blog.softwareinsider.org/wp-content/uploads/2011/08/Screen-shot-2011-08-28-at-1.33.42-AM.png

[10] http://visuallounge.techsmith.com/

[11] http://www.readwriteweb.com/archives/study_social_media_presence.php

networking, Twittering, etc. Company may reveal more information than company wanted to (or than company should), and once company has said it, company cannot take it back. The instant gratification factor also makes it easier to communicate without thinking things through; contributing to negative "Web wars" at times. The volume of the population still has not accepted these technologies, meaning company's target audiences may not yet be well-represented there.

So the issue is to choose social networking services for company's needs, without over-extending company's resources to reach only a small portion of company's audience?

No matter how deep company decides to delve into social networking and / or micro blogging, always make sure company are making the best use of company's time, and reaching company's intended targets. In order to, managing the Social Media, the system is the solution, one of the hardest challenge for many people just entering the world of social media is to determine how to accomplish the seemingly endless list of new tasks that they find themselves asked to complete.

Participating fully in social media as a business and marketing strategy requires discipline, automation routines, and a daily commitment. Now, company have to balance that with the fact that much of company's activity is about building long-term momentum and deeper networks, and that does not always make the cash register ring today (Jantsch, 2011).

A true break down of national borders and cultural barriers; Social media allows connection allows us to make do not just run from the inside out but also spread within. It has kept news and images coming out in real time, appearing on Twitter and Google+ (Google plus) and has maintained the world's attention and momentum in movements which might otherwise have fizzed or been squashed by their own governments. The very heavily publicized, recent street riots in London and several other UK cities would have received neither the world media attention they did nor the public opinion debate which they started had not the use of social media had made it possible to secure organize them in the first place and then publicize them in the second. Social Media, like the spinning jenny, is changing an entire industry and, as the UK government reactions to it show, it has not failed to produce its own special brand of luddites. Like most profound changes social media works at several different levels at once. For marketers and marketing it represents a challenge and an opportunity. The challenge is to foster true personal communication with their potential audience and market to them as company would market to friends. The opportunity is to leave the 'clever gimmicks' of advertising behind and put in place a marketing framework which works with simple truths. For world leaders and governments it represents wonderful tool which having decided their need for communicating with their people during election campaigns. It is eroding communication barriers which allowed 'controlled messages' to be sent out and it is allowing the message to simply find its way through the noise. For the individual social media represents a challenge when it comes to filtering out 'noise' and finding out what is real but is also offers the opportunity to enjoy connectivity and interaction at an unprecedented level and with a newfound immediacy (Amerland, 2011).

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