




Digital Media Marketing
(BA(JMC)-307)
Unit – I
Social Media
 by
Ms. Supriya Malhotra
 (Assistant Professor, BVICAM, New Delhi)
 2024
© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.1


SYLLABUS - UNIT- I
SOCIAL MEDIA
 1. Social Media & Social Network: Brief history, Meaning and definition.
 2. Features of Social Media and Social Network
 3. Types of Social Networking Sites
 4. Social Media & Issues
 5. Social Consumers and Social Influencers
© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.2


Social Media

➤ **Social Media** refers to online platforms and applications that allow users to create, share, and interact with content and connect with others.

- Social media typically features **user-generated content** that lends itself to engagement via likes, shares, comments, and discussion.
- More than **5 billion people** around the world use social media.
- Social media is credited with helping people **build community** and faulted for facilitating disinformation and hate speech.
- Social media is also an increasingly important part of many companies' **marketing campaigns**.
- The largest social media platforms worldwide are Facebook, YouTube, WhatsApp, Instagram, and WeChat.

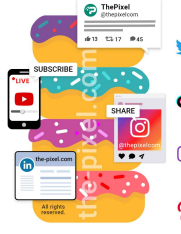
Facebook
I like donuts

YouTube
I'm watching donut videos

Snapchat
Short video with my donut

LinkedIn
My skills include donut eating

What is Social Media?
Each social media platform is different.




Twitter
I'm eating a tasty #donut

TikTok
I dance & sing with my donut

Instagram
Here's a photo of my donut

Pinterest
Boards of my favorite donuts

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.3




Features of Social Media

➤ Social media platforms offer a range of features that facilitate communication, content sharing, and interaction among users. Here are some common and notable features:

- 1. User Profiles**
 - **Personal Information:** Users can create profiles with personal details such as name, photo, bio, and contact information.
 - **Customization:** Many platforms allow users to customize their profiles with themes, cover photos, or background images.
- 2. Content Creation and Sharing**
 - **Posts:** Users can share text updates, photos, videos, and links with their network.
 - **Stories:** Temporary content that disappears after a set period (e.g., 24 hours), popularized by Instagram and Snapchat.
 - **Reactions and Emojis:** Options to react to posts with likes, hearts, or other emojis.


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra
U1.7



Contd.

- 3. Communication Tools**
 - **Direct Messaging:** Private one-on-one or group chats for personal communication.
 - **Comments:** Users can comment on posts, photos, and videos to engage in discussions.
- 4. News Feeds and Timelines**
 - **Feed:** A continuous stream of content from connections, pages, or groups the user follows.
 - **Algorithmic Curation:** Content is often personalized based on user behavior and preferences.
- 5. Groups and Communities**
 - **Groups:** Users can join or create groups based on interests, hobbies to discuss specific topics.
 - **Forums:** Some platforms offer discussion forums where users can post questions and replies.
- 6. Likes, Comments, and Shares:** Interaction features that enable users to engage with content by expressing approval (likes), providing feedback (comments), or spreading content to their own network (shares).


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra
U1.8



contd.

- 7. Notifications:** Alerts to inform users about new interactions, messages, updates from their network, or other relevant activities.
- 8. Tagging and Mentions:** Features that allow users to tag others in posts or mention them in comments, helping to increase visibility and engagement.
- 9. Stories and Temporary Content:** Content that disappears after a set period (e.g., 24 hours), allowing users to share moments in a more casual and ephemeral manner.
- 10. Analytics and Insights:** Tools for users or businesses to track engagement metrics, such as likes, shares, comments, and follower growth, to assess the performance of their content.
- 11. Advertising and Promotions:** Options for businesses and individuals to create and manage paid advertisements, targeting specific demographics or interests.
- 12. Event Creation and Management:** Tools for organizing and promoting events, including invitations, RSVPs, and event updates.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra
U1.9




Types of Social Media

➤ Social media platforms can be categorized based on their primary functions and the types of interactions they facilitate. Here are several common types of social media:

1. **General Social Networking Sites:** These platforms focus on building and maintaining personal connections. Users create profiles, connect with others, and share updates. Examples: Facebook.
2. **Microblogging Platforms:** These allow users to share short, frequent updates or messages, often limited in length. Examples: Twitter.
3. **Photo and Video Sharing Platforms:** These sites are centered around sharing visual content, including photos and videos, often with editing tools and filters. Examples: Instagram, Snapchat.
4. **Content Aggregation Platforms:** Users collect, share, and discuss content from various sources, often through upvoting or downvoting systems. Examples: Reddit, Digg, Mix.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.10



Contd.

5. **Messaging Apps:** Focused on real-time communication, these platforms offer text, voice, and video messaging. Examples: WhatsApp, Messenger, Telegram, Signal
6. **Professional Networking Sites:** Tailored for career development, job searching, and professional connections. Examples: LinkedIn, Xing
7. **Discussion Forums and Communities:** These platforms facilitate discussions on specific topics or interests through threads and posts. Examples: Reddit, Quora, Stack Exchange
8. **Blogs and Personal Websites:** While not always considered traditional social media, these platforms allow individuals to publish and share personal or professional content. Examples: WordPress, Medium, Blogger
9. **Live Streaming Platforms:** Focused on real-time video broadcasting and interaction with audiences. Examples: Twitch, YouTube Live, Facebook Live
10. **Social Bookmarking Sites:** Users can save, organize, and share links to content they find interesting or useful. Examples: Delicious, Diigo, Pocket

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.11



Contd.

11. **Review and Rating Sites:** Allow users to review and rate businesses, products, or services, influencing consumer decisions. Examples: Yelp, TripAdvisor, Google Reviews.
12. **Collaborative Platforms:** Facilitate teamwork and collaboration on projects, often including features for file sharing and task management. Examples: Slack, Trello, Asana.
13. **Social Shopping Sites:** Combine e-commerce with social features, allowing users to shop and share products within a social context. Examples: Instagram Shopping, Poshmark, Depop
14. **Virtual Worlds and Gaming Platforms:** Offer immersive virtual environments or gaming experiences with social interaction. Examples: Second Life, Roblox, Fortnite
15. **Niche Social Networks:** Niche social networks cater to specific interests, communities, or professions, offering tailored features and content for focused audiences. Examples: MyFitnessPal, ResearchGate.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.12

Contd.

8. Economic and Commercial Impact:

- **Monetization of Data:** The use of personal data for advertising purposes, often without clear consent from users.
- **Influencer Culture:** The promotion of unrealistic lifestyles and consumerism through influencers, impacting consumer behavior and self-perception.

9. Quality and Accuracy of Information:

- **Information Overload:** The vast amount of content can be overwhelming and challenging to navigate effectively.
- **Shallow Content:** The focus on brief, attention-grabbing posts may lead to superficial understanding of complex issues.

10. Regulation and Governance:

- **Legal Compliance:** Ensuring social media platforms adhere to laws and regulations, including data protection and user privacy.
- **Platform Responsibility:** Holding social media companies accountable for their role in spreading misinformation, enabling harmful behavior, or failing to protect user data.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.16

Social Media Consumers & Influencers

➤ Social media consumers and social media influencers are two distinct but interconnected groups within the social media ecosystem. Here's an overview of each, along with their roles and interactions:

1. Social Media Consumers

- **Definition:** Social media consumers are individuals who use social media platforms to interact, consume content, and connect with others. They are the audience for content created by influencers, brands, and other users.
- **Roles and Activities:**
 - a) **Content Consumption:** They view and engage with various types of content such as posts, images, videos, and stories.
 - b) **Social Interaction:** They like, comment, and share content, as well as participate in discussions and forums.
 - c) **Content Creation:** Many consumers also create their own content, such as personal updates, photos, or videos, though this may be on a smaller scale compared to influencers.
 - d) **Networking:** They connect with friends, family, and groups of interest to build and maintain social relationships.
 - e) **Feedback and Engagement:** They provide feedback through likes, shares, and comments, influencing the visibility and reach of content.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.17

Contd.

- **Concerns:**
 - a) **Privacy:** Concerns about how personal data is collected and used by social media platforms.
 - b) **Misinformation:** Difficulty in discerning accurate information from false or misleading content.
 - c) **Mental Health:** Potential negative impacts on mental well-being due to exposure to idealized lifestyles or excessive use.
- 2. Social Media Influencers**
 - **Definition:** Social media influencers are individuals who have established credibility and a significant following in a specific niche or industry. They use their platforms to influence their audience's opinions, behaviors, and purchasing decisions.
 - **Roles and Activities:**
 - a) **Content Creation:** They produce and share high-quality content tailored to their niche, such as reviews, tutorials, or lifestyle posts.
 - b) **Brand Collaboration:** They often work with brands to promote products or services through sponsored content, endorsements, or partnerships.
 - c) **Audience Engagement:** They interact with their followers through comments, live streams, and direct messages, building a sense of community.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.18

Contd.

d) Trendsetting: They play a role in setting trends and shaping opinions within their areas of expertise or interest.

e) Monetization: They monetize their online presence through various means, including sponsored posts, affiliate marketing, merchandise, and ad revenue.

- **Concerns:**

a) Authenticity: Issues related to the authenticity of endorsements and sponsored content, as well as the potential for misleading followers.

b) Transparency: The need for clear disclosure of paid promotions and partnerships to maintain trust with the audience.

c) Pressure: The pressure to maintain a certain image or lifestyle can affect personal well-being and authenticity.

➤ **Interactions Between Consumers and Influencers**

a) Content Consumption and Engagement: Consumers follow influencers to consume their content and engage with it, providing likes, comments, and shares.

b) Influencer Marketing: Brands leverage influencers to reach targeted audiences, and influencers often collaborate with brands to promote products and services.

c) Feedback Loop: Consumers provide feedback through engagement metrics, influencing the types of content influencers create and how they engage with their audience.

d) Community Building: Influencers build communities around their content, and consumers become part of these communities, sharing interests and engaging in discussions.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra
U1.19

What makes a good influencer?

➤ A good social media influencer possesses a blend of characteristics and skills that help them effectively engage with their audience and drive influence. Here's a breakdown of what makes a successful influencer:

- 1. Authenticity:**
 - Genuine Voice: Authentic influencers present themselves in a genuine manner, aligning their content with their true beliefs and values.
 - Trustworthiness: They build trust by being transparent about sponsored content and maintaining honesty in their interactions.
- 2. Expertise and Passion:**
 - Niche Knowledge: They have a deep understanding of their niche or area of interest, whether it's fashion, technology, fitness, or any other field.
 - Enthusiasm: Their passion for the subject matter comes through in their content, engaging and inspiring their audience.
- 3. Engagement Skills**
 - Interactive Content: They create content that encourages interaction, such as polls, Q&A sessions, and live streams.
 - Responsive: They actively engage with their audience through comments, messages, and other forms of communication, fostering a sense of community.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra
U1.20

Contd.


- 4. Consistency**
 - Regular Posting: They maintain a consistent posting schedule to keep their audience engaged and informed.
 - Brand Alignment: Their content is consistently aligned with their personal brand and niche, ensuring a cohesive message.
- 5. Creativity**
 - Innovative Content: They use creative approaches to present their content, whether through unique visuals, storytelling, or innovative formats.
 - Trend Adaptation: They stay current with trends and adapt them to fit their style and audience preferences.
- 6. Audience Understanding**
 - Demographic Insight: They have a clear understanding of their audience's demographics, preferences, and interests.
 - Feedback Utilization: They use audience feedback to refine their content and better meet the needs of their followers.
- 7. Collaboration Skills**
 - Partnerships: They collaborate effectively with brands, other influencers, and content creators, often resulting in mutually beneficial promotions and content.
 - Networking: They build and maintain professional relationships within their industry.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra
U1.21

 **Famous Indian Social Media Influencers**



© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.22

 **REFERENCES**

- Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
- Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Supriya Malhotra U1.23
