

SOCIAL MEDIA

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Abstract:

The paper addresses a popular topic, social media platforms, tools that can be used to create notoriety, to send messages or to build a brand, with relatively low costs compared to traditional advertising methods.

Keywords: social media, advertising, commercial

Social media uses technology and mobility to provide an interactive means of communication among people, organizations, and communities who are interconnected and interdependent. Many channels and vehicles are available for social media just as there are many different television shows and magazines. With changing technology, new vehicles are added frequently.

The computer-internet binomial is a mechanism of fast communication of the data and easy access to information. This mechanism is not available to all the citizens¹.

The access to internet, despite the benefits that it may offer to any individual, is not a fundamental right even though by means of the internet people may exercise their freedom of opinion and of expression, a right that is guaranteed by article 19 of the Universal Declaration of Human Rights. Within this context it was stated that² “the tools may not transcend jurisdictions. The tools do not belong, without the presumption or the price of privilege, to all, like the universal rights [...] this is all that the access to internet is, a tool”.

With over half of Americans participating in social networks, people and organizations who don't participate may be at a disadvantage with some groups in society. Not only does the majority of the population in the United States have a profile on a social network, but at least one-third of those people access the sites multiple times a day. Not only is social media popular for keeping in touch with friends, but companies use social media to promote their brands and as a tool for recruiting and hiring. People follow companies and brands on social media, especially on Facebook, whereas LinkedIn generates more job referrals. Just as companies are allocating more of their promotion budget to social media, they are also increasing their expenditures on social recruiting.

Social media is complex and rapidly changing. While there is some overlap between personal and business, one way to improve the understanding of social media is to think about social media zones. Social media zones include social communities, social publishing, social entertainment, and social commerce. Think about the different ways you use social media and which zones you utilize. You probably use all of the zones.

¹ L.Iancu,(2017), *Impact of the binominal Computer-Internet on Teaching Law in Romania*, Old Issues New Perspectives, The Athens Institute for Education and Research, Athena, pp.77

² Babes-Bolyai University- Academic Debate Club- *Internet Access should be a fundamental right?*, 26.09.2016 at <https://www.clujust.ro/dezbatare-ar-trebui-ca-accesul-la-internet-sa-fie-considerat-un-drept-fundamental/>

Social communities are channels that focus on activities and relationships and include social networking sites (online hosts such as Facebook and LinkedIn), forums, wikis, and message boards, channels where you may already participate. Think about your profile. Whatever you type becomes a digital version of you. In social communities, you communicate and socialize with others. While you may share information with others, you must be careful how much and what information you choose to post.

Social publishing helps distribute information to different audiences and includes channels such as blogs (Web sites with content that is updated regularly) and media sharing sites with searchable content featuring videos (YouTube), photos (Flickr), and music (iTunes). Think about videos you may have posted. When companies pay to have product reviews posted or to promote contests or their brands, they may use social publishers to write blogs and generate word of mouth. Many companies are also posting their own commercials and other content on YouTube.

Opportunities for games and entertainment are part of the social entertainment zone. Social games like FarmVille, entertainment networks, action games, puzzle games, and reality games have increased revenues in the social gaming industry. Social gaming appears to be growing in popularity.

Well, the social commerce zone is part of e-commerce where people buy and sell products on the Internet. Social commerce provides a means for interactive shopping, including reviews, ratings, and social shopping Web sites where you can chat with merchant personnel or with friends while you are shopping. Think about the questions you may ask a customer service person in a chat room versus what you may ask at a store in a mall.

While organizations are allocating more of their promotion budgets to social media, they are also generating a lot of buzz or talk without a lot of expense. To see the impact social media has, consider the buzz created by Old Milwaukee's commercial shown during Super Bowl XLVI, which only aired locally in North Platte, Nebraska.

North Platte is the second smallest television market in the country with only 15,000 homes but it is hometown to New England Patriots Danny Woodhead. While the thirty-second spot only targeted a small audience at a cost of \$700–\$1500 in the local market (compared to \$3.5 million for national thirty-second spot), the commercial created more buzz than many of the nationally broadcast commercials (Gillette). The YouTube version shown in the following video has been viewed over a million times, much more than the always popular Budweiser commercials. The commercial became so popular that Old Milwaukee put a link to the commercial on their Web site.

Top Eurostat³, published in January 2017, reveals that in 2016 in Romania only 72% of the households have internet access. Only Bulgaria (64%) and Greece (68%) have lower rates in the European Union. These statistics highlight the fact that the Romanian users of the computer-internet binomial are not sufficiently trained to use and to benefit from the resources offered by the internet⁴.

in March 2017 the European Commission published a study - The Digital Economy and Society Index (DESI)⁵, which is a composite index that summarises relevant indicators on Europe's digital performance and tracks the evolution of EU member states in digital competitiveness. Using a series of relevant indicators such as

³ TopEurostat, *Internet access and use statistics- households and individuals*, 2017- at http://ec.europa.eu/eurostat/statistics-explained/index.php/Internet_access_and_use_statistics_-_households_and_individuals

⁴ L. Iancu, *op.cit.*, pp.80

⁵ European Commission, *The Digital Economy and Society Index, 2017* at <https://ec.europa.eu/digital-single-market/en/news/digital-economy-and-society-index-desi-2017>

connectivity, digital skills, use of internet, integration of digital technology, Romania was ranked on the 28th and last place.

In conclusion, although social media is an actual trend, widely used in Europe, in Romania it will not reach its true potential until it becomes a priority in training people in digital skills.

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