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Certificate of Higher Education Skills for the Workplace

Module Name- Digital Skills

Task 3 (Report)

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Executive Summary

Proper concept and details about basic digital safety has been given in task 2 in the poster section. Definition, importance and different types of basic digital safety has been highlighted in the poster section. Thereafter, in the task 3 or in the report section concept of social and digital media has been projected along with its advantaged and disadvantages. Later the way of social and digital media evolution and its usability to reach wider customer base has been elaborated on the report.

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Introduction

Digital media is any communication method that works in concurrence with several encoded machine-legible information formats. The report will highlight the concept of social and digital media including its advantages along with disadvantages. Later, ways through which social along with digital media have evolved will be discussed. After that, the ways social and digital media may be utilised by businesses to reach a larger consumer base will be explained in this report.

Concept of Social and Digital Media

Social and digital media are a little different in meaning. Digital meaning is explained as any offline or online technique utilised to reach a wide audience. Digital is defined as any information represented via a sequence of digits, along with media refers to techniques of broadcasting this information. Digital media introduce the mediums of digitised data broadcast by a screen along with speakers. Social media mentions the digital platforms that allow utiliser interaction along with sharing utiliser-generated content via an online application for networking reasons (brandetize, 2022).

Importance of Social and Digital Media

Social and digital media have been a significant part of recent times. It helps individuals stay connected along with sharing concepts, thoughts, as well opinions in a secure environment. It can additionally be utilised to advertise businesses, and companies, along with causes, as proficient as to stay knowledgeable about recent events along with trends.

Advantages of Social and Digital Media

Connectivity

Connectivity is the fundamental advantage of social along with digital media. It can join a limitless numerous of individuals from any place in any situation. Data may be transferred across the globe thanks to digital and social media along with its connectedness, and improving connections with one another has not once been simpler. Social along with digital media joins individuals across the world (Dowd, 2021).

Education

Social and digital media have been portrayed to be productive in the topic of education. It makes learning easy by bringing together tutors along with professionals from across the globe with students. It additionally helps in the improvement of talents through rising knowledge along with innovation. It permits the learners along with instructors to join at their own speed, permitting huge flexibility in the procedures of learning (Hruska et al., 2020).

Disadvantages of Social and Digital Media

Affects Social-Emotional Connection

Utilisation of Social along with digital media has become a hurdle to social psychological relations. All thing has been decreased to written data via social along with digital media, whether it be special day wishes or expressing someone's thinking, resulting in a loss of actual feelings (Veleva et al., 2020).

Reduce Quick-witted Skill

Nowadays, Social and digital media have decreased people's capability to have actual time and face-to-face talk with their close ones. Individuals start to depend on text messages, phone calls and email (Price-Mitchell, 2023).

Evolution of Social Media

The beginning stage of social media

The very first introduction of the media related to social networking was introduced on 24th May, 1844, presented as electronic dots and dashes that could be tapped out by hand with the help of a telegraph machine. Samuel Morse was the first user and introducer of social media and he sent the first electronic message to USA's capital Washington, D.C. from Baltimore and wrote "**What hath God wrought?**" in his message. National Science Foundation came up with a sturdier network in relation to digitalised communication system which was nationwide and

known as NSFNET and after some preiod the very first appropriate social media stage was introduced in 1997 (Alexandra Samur, 2023).

The launch of social sites

Internet's growth over time introduced online communication services for better long-distance interaction in the 1980s. CompuServe, Prodigy, and America Online were the significant communication channels so that people could communicate with each other through email, bulletin board messaging, and online chatting. Another vital introduction was the short-lived Six Degrees that helps in profile-uploading service in the year of 1997 and used by Friendster in 2001. Weblogs or blogs were another attractive communication media and introduced increasing popularity with the launch of a famous publishing site named Live Journal. The real evolution of social media networking was found in 2002 when LinkedIn was introduced for career-focused professionals. One of the most visited websites by 2006 was Myspace which was launched in 2003 and eclipsed by Facebook in 2011. Google+ collapsed in 2018 due to its data breach of 50,000 plus users. There are over 5 billion mobile device users across the globe using some most prominent social media networks such as Reddit, Twitter, Instagram, Pinterest, Snapchat, and Tik Tok. Reddit introduced in 2005, Twitter was presented in 2006, Instagram was established in 2010, Pinterest was represented in 2010, Snapchat was founded in 2011, and Tik Tok was came in public view in 2016 (Jr., 2023).

State the ways social and digital media may used by businesses to reach a wider customer base

Use the right social media platform

Several social and digital media platforms will need several marketing techniques. Companies plan their goods profiles on different channels. Product outlining along with spreading the standard word on several platforms is essential for the business. It's become compulsory for organisations to reach their target audience to influence them with the facilities of their goods to convert their target customers to their prospective audience. Organisations use renowned social media platforms to promote their product and to reach a larger customer base (Cotriss, 2023).

Promoting Quality Content and Marketing Strategy

Content marketing utilising good standard content is an important form of marketing. Yet the medium has developed, and the crux stays the same. A main element in this is to connect high-standard, SEO-affordable content with the correct timetable for posting upgrades on platforms of social and digital media. Through taking care of this matter organisations bring the right consumer base and expand their brand value.

Networking to increase reach

Networking is one of the famous ways to market companies' brands on social and digital platforms in recent times. Organisations broaden their horizon by reaching out to public figures and other individuals who are in the same line of business as well as collaborating with them. These expert affiliations aid the companies in improving a synergistic impact, which is beneficial for all who are involved. Getting connected with social and digital media influencers will expand companies' customer base as it will connect their followers also.

Marketing through word of mouth

This necessitates the determination of brand ambassadors, and brand advocates to advertise businesses' brands. Whether an organisation's products will become more visible by utilising a significant celebrity as a company's brand ambassador to hold the attention of the company's target audience is additionally very significant. One of the great ways to achieve brand loyalty along with attracting more consumers is by making brand advocates (Henderson, 2020).

Conclusion

The report that has been mentioned above introduced the proper concept of digital as well as social media along with its benefits and cons. After delivering the concept, the evolution of social and digital media throughout time has been highlighted in the report. Moreover, the usability of social and digital media in business for creating a wider customer base has been described in the above report.

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