

Digital Skills

Report: how social and digital media can be used to reach a wider customer base.

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1. Introduction

In this report, we will show you how social and digital media can be used to reach a wider customer base. Firstly, to show the definitions of what social media are and their characteristics, secondly, to address how social media can be used to reach what more customers, with their benefits and also to show the negative part, and finally the conclusion on the whole topic addressed.

2. Definition of Social Media

Social media are applications of great variety that connect people all over the world, so that they can access information or share information and content in real time, among them the largest and best known is the Meta group, which is made up of social media such as YouTube, Instagram and Facebook. (NFI, 2021). Therefore, according with Twenty-Five Years of Social Media (2021) social media can be described as online networks, formed by social networks, microblogs, blogs, business networks, corporate networks (SN), forums, social bookmarking, photo sharing and supply, product review, social games, SN, video sharing and everything related to the virtual.

3. Example of how the companies are using the social media

To delve deeper into the subject, we can mention several companies that are strong in the use of social media, an example is Toyota. According with Openr (2022), It says on its website that the car manufacturer Toyota is highly praised in the world for the creation of its automobiles. It makes use of and is present in various social media, maintaining connection and proximity with customers and the like around the world.

However, it is necessary to highlight the way that this great automaker makes use of social media to add to its growth. Still Openr (2022): Toyota is strongly present in all social media, the main ones being the Meta group. thus creating a connection to promote and provide products to people who intend to buy.

It is therefore known that Toyota consists of its campaign for the search of customers in two parts, Advertise Their Products and Type Of Marketing Does, Social Media Campaign. Therefore, it is known that Toyota also makes use of TV commercials, so it creates its content with themes and content that arouse interest in its target audience and spreads it on various types of platforms, online and television. In second, Toyota has been putting greater focus on social media in recent times. However, the company has its own department for the creation and maintenance of its social media where

they are in charge of creating content and also maintaining contact and interaction with their online customers where this team is the one who launches the campaigns on their social media.

4. Advantages and disadvantages of social media:

Nevertheless, we know that social media has come strongly to help society and bring people together, but I also fear its negative side. According with NFI (2024) It tells us that people in all locations around the world are making use of and connected on social media, but such a tool does not only bring benefits.

Between the benefits of social media are the:

power of brings people together: with the advance of social media, distance no longer seems to exist, as it only takes one click to be connected with people spread all over the planet, thus allowing us to find and exchange information and make new friends and maintain communication. Second **attract attention** there is no denying that when it comes to social media, it generates a bond between user and platform, so platforms attract the attention of their users and can thus transmit their products and services. Third For **promotional campaigns:** Social media has a huge audience of thousands of people, so it's beneficial for people and businesses to launch campaigns offering their products to this range of connected people. **Education:** social media are strong tools when it comes to education, platforms such as YouTube, Google are used daily to add to people's teaching and study by providing access to various forms of online study. **Beneficial for the government:** the Government is one of those who benefit the most from what social media is capable of, because through it the Government can pass on any type of message, be it simple or complex, thus making the message easily delivered to the population.

Consequently, for every positive side there is the negative and social media has well had its own, here are some examples: **Privacy:** Everyone wants to protect their information online, but it's becoming difficult to retain control because their information may be shared by others they don't have control over. **Fraud:** in online frauds are what are most seen, as there are several people who impersonate another person, in order to get personal data and apply scams, and once they get their data they can be spread getting out of control.

5. Conclusion

Therefore, it is notorious that social media play an important role in current times, because with the advancement of the digital age and information there is nothing to talk about in distance, as the world is connected through networks, making information be passed on quickly and effectively, accelerating the growth of companies, offering products and information. However, it must be noted that it is mandatory to make careful use of what you are looking for on social networks, in addition to being attentive to privacy and care with the information that is being requested so as not to run the risk of having private information disclosed, whether by people, customers or companies that provide the service, which in this case are the ones who hold the most private information of those who seek their services and product.

6. References

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