

Digital Skills and Research Methods
(BMSK 4003_LON)

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Digital Skills

In general people must learn to validate information accessed through the internet in order to reflect, analyze, interpret and finally consume the information found.

These are the basic and necessary skills for all who navigate through web 2.0

- Ability to use the Internet
- Ability to interactive technological tools
- Ability to communicate verbal and written
- Ability to collect reliable information over the internet
- Ability to certify the veracity of the informational source of the internet
- Ability to think in a systemic mental model and not only linear
- Ability to live in community on the web
- Ability to respect points of view that are opposed to yours when in a group on a web acuity in perceiving and interpreting the most different multimedia

History of Social Media

In the beginning, the internet was basically accessed by scientific communities linked to universities. Its purpose was to make the network a platform for information exchange and research. Events such as the beginning of its commercial exploration, the creation of the first portals and the entry of the media groups like newspapers and news agencies marked the decade of 1990. The period coincides with the emergence of the relationship sites. Online communities like Geocities and Tripod.com started the first initiatives of interaction through chat rooms, discussion forums, blogs and personal pages. Sites like Classmates.com, SixDegrees.com and Friendster are some of the pioneers in using email addresses and building user profiles to bring people together.

User profiles are the central features of social networking sites. Its use allows not only users to build lists of contacts or "friends", but also to search for users with common interests and interests. It is a representation by which the user is described. Generally generated from the answers given by the user himself as name, age, sex, among others that range from personal interests to information such as the school he attended or the company in which he worked. Using profiles has led to the development of a host of other features, such as those we use on Facebook, Twitter or Google+.

social media

(Social media manager Evaluate)

1-Monitor. manage. update and stay inspired by customers and other sources

2-Always be in the brand communities

3-Be creative as an artist but also a data scientist

In the early 2000s, "social media manager" did not exist in the hall of jobs or career. Facebook would emerge and, in its embryonic stage, was simply another way in which students flirted and kept in touch, reinforcing their identities and social ties. A decade later, social media management stations populate every newspaper, magazine or great media vehicle that values itself, stretching by the same logic over all other industries. Interactive InfoBase brought together ten essential skills for a social media manager

Creativity

You as a professional - not a machine, you need to connect the dots at all times and use and abuse your imagination and creativity. Whether it's to create a new campaign, for that call / phrase for the art, for the title of the blog text, to choose or take a photo, to create a supporting text for the post or to have the ideal balcony for that meme time.

Empathy

Being Social Media is a daily lesson in empathy, and that's a fundamental skill for new times. You need to understand what the customer wants and needs, whether to put themselves in his place and also in the place of his client's client: the final audience, who is to whom their work is ultimately destined. Understanding the emotions of others is the first step in engaging and building true connections.

Versality

You have the know how to act in your area and begin to serve and create content for an industry or business totally different from yours. This is the reality of Social Media, which needs to develop the ability to sail on seas it has never visited before. In addition to much study on the customer and market sector, the versatility and ability to sew between one sphere and another with great agility is essential for the professional's routine, which can range from one to more than 10 brands in different branches - at the same time.

Coherence

The responsibility of managing a social network account of a brand - in times when the largest court is the internet and that through a click can generate a crisis, is great. The professional's role, therefore, is to understand what is consistent for the brand and what matches its values and objectives, to strengthen the company's positioning and to help maintain or develop its credibility.

Humanity

A 100% technical professional does not have more space in the market. In a world obsessed with likes, let's be, more and more real and human in digital. As Kotler said, "more and more consumers are looking for solutions to satisfy their longing to transform the globalized world into a better world, into profound needs for social, economic and environmental justice." Let's do our part and treat people not as numbers but as full human beings: with mind, heart and spirit

What is a social Network Analyst?

The Social Network Analyst, or Social Media Analyst, as well as known in the digital market, is the professional responsible for the communication of the IES in social media, acting from the planning to the execution of the strategy of capture, relationship and retention of students in that channel.

Analysis

The social networking analyst, as his name suggests, should continually analyze the top social networks available in the market, such as Facebook, Instagram and Twitter. In his analysis work, the social network analyst needs to be able to identify opportunities to generate new business, relationship and strengthening of the IES brand.

In addition, the analyst needs to know and evaluate which are the best social networks for his IES to be present and present and propose to its managers the best tools for the success of the strategy of capture and retention in social media

Planning

Before starting to execute the actions in social networks, the social media analyst has the initial task to understand the general planning of his Teaching Institution and thus adapt it to the digital environment. After this understanding, the social network analyst will be able to plan the strategic actions to establish the Institution's digital presence in social media, strengthen its social capital and define which metrics to follow to achieve the desired results.

Content Production

After identifying the digital channels, the analyst will define what the necessary contents will be, in which format (text, infographic, videos and others) and at what frequency of production.

For that, it is necessary that, in addition to deeply understanding the functioning of the IES, the analyst is also in touch with the news and trends of the social media market. For the social media analyst to perform a successful service on social networks, he must know and deeply understand the culture and particularities of the Teaching Institution.

It must be fully inserted in the context of its HEI and be able to collect and map the requests originated in social networks, and thus to target the responsible sectors and collaborators.

In addition to being responsible for stimulating and responding to comments and contact via inbox, the analyst should identify opportunities for interaction by monitoring the quotes about HEI and define the best actions to solve doubts, pain or needs.

Monitoring

One of the essential functions of the social network analyst is to monitor everything that is said about the IES in its social networks, identifying in the quotations the opportunities of capture and relationship, besides the signs of dissatisfaction and potential crises.

The analyst should analyze and identify in the citations, relevant information on the main indicators of the educational market, such as improvements in infrastructure and quality of education.

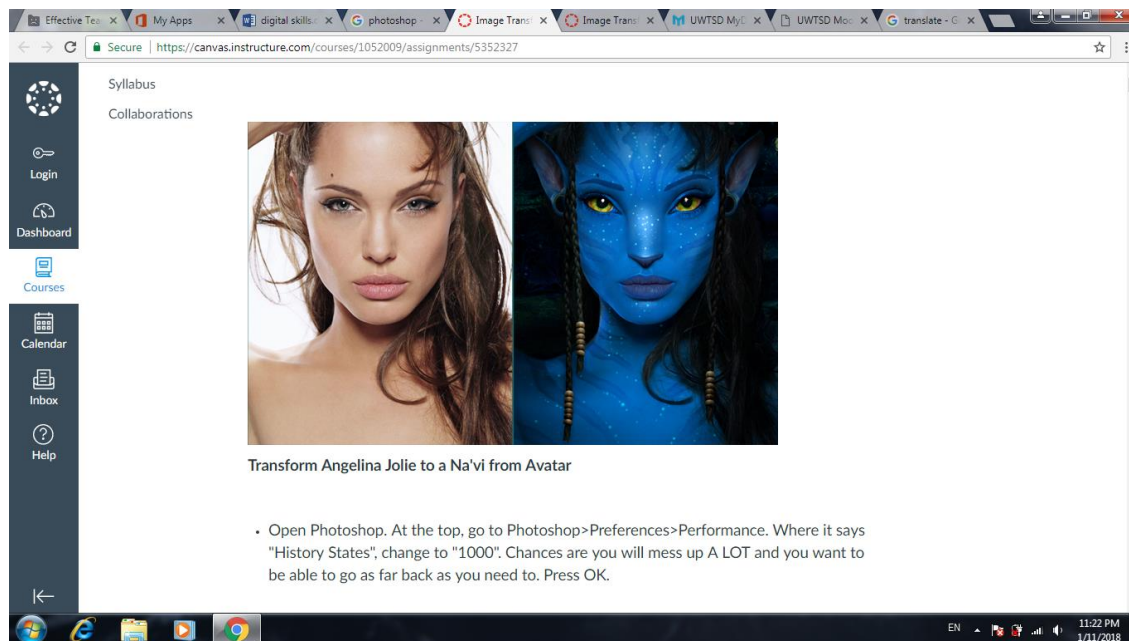
This information will provide essential inputs on how the Institution is seen in social media and what are the pains and needs that are hindering or enhancing the capture and retention strategy.

Through a specialized monitoring tool in the educational market, the analyst will be able to optimize his work, analyze and classify the citations monitored in one of the 10 educational market indicators

Knowledge

It is recommended that the social network analyst be trained in Communication, Advertising and Propaganda, Journalism, Public Relations or Marketing, and have experience with the main social networks.

Ideally, this professional should also be knowledgeable in some image editing tools, such as Photoshop, CorelDraw, or Illustrator, so that he not only plans the pieces for social networks, but also executes if necessary.



<https://www.google.co.uk/search?q=photoshop&dcr=0&tbm=isch&source>

Many IES do not yet have a complete social networking department, so it is necessary for this professional to be multifunctional, and also have experience in the area of image design and editing.

In addition to the knowledge in image, this professional must have mastery of the language, and be always updated as to the spelling and grammatical changes.

Skills

Much more than mastering the language, the social media professional needs to be able to write well, be able to tell a story, structure an engaging narrative and complete thoughts. It needs to be very organized and disciplined, not only to create content, but also to execute the actions planned in social media planning.

It is necessary that this professional has an active digital presence, always look for to update on the innovations of the market and the tools. In addition, it is recommended that the social network analyst also have business training and / or ease to sell.

In addition to the digital presence, this professional must have an analytical profile and be able to identify and present information relevant to his / her Teaching Institution.

Attitudes

The social network analyst needs to be curious, enterprising, creative, proactive, caring and liking what he does. He must have common sense, be ethical, and have a game of the waist. Need to have emotional control and enjoy interacting with the audience. Being interested in getting to know the HEI's culture and working in teams with the sectors responsible for helping to overcome frustrations and convert new students are also essential attitudes

Social Media or Social Networks

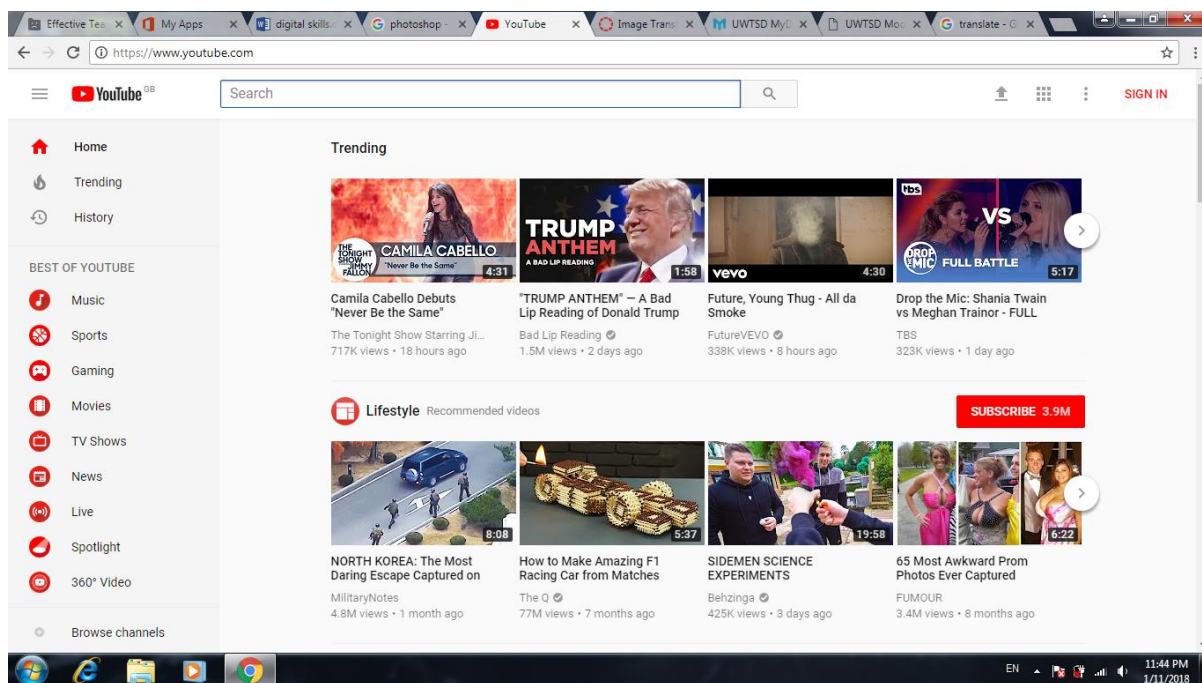
The word media refers to any instrument or medium of social communication, such as the newspaper or the radio. These traditional means of communication can be characterized as a one-way street, in which you have little chance of participating or giving your opinion about it. In general, the term media also serves to designate the press

In a simpler way, social media are, on the other hand, the ones that allow you to communicate, that is, they are a two-way street. They are instruments that allow the creation and exchange of content, many of which are generated by the users themselves. According to the definition of Andreas Kaplan and Michael Haenlein, when we mention social media we are referring to internet applications based on Web 2.0 concepts. This includes not only social networks, but also blogs, wikis and sharing sites.

Internet social networks are services created for the purpose of facilitating the social relationships of people who share the same interests, experiences or connections in real life. They are characterized as interactive platforms, which rely on a wide variety of aggregate services.

What are social media?

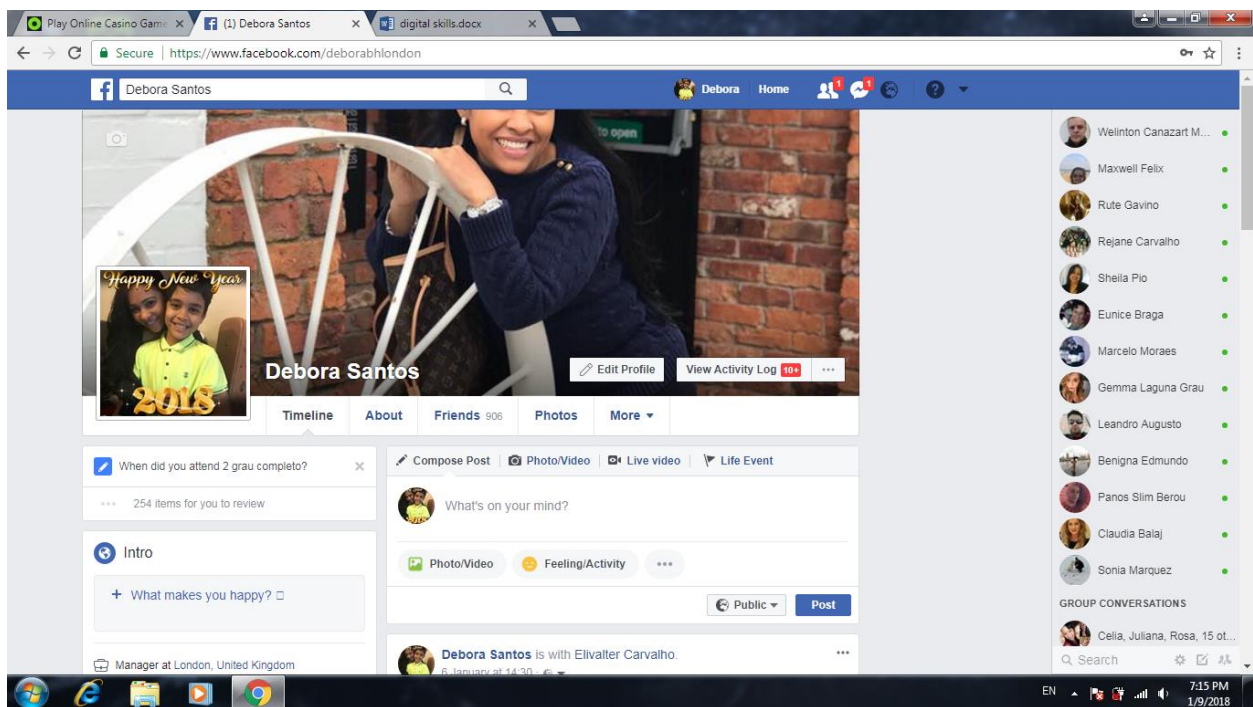
Social media are spaces of interaction between users. Examples of social media are blogs, microblogs (Twitter), social networks (Facebook), forums, e-groups, instant messengers, wikis, multimedia content sharing sites (YouTube, Flickr, SlideShare, Vimeo). It also gained a new meaning thanks to the internet. Also called "new media" is now known as social media, which previously referred to the power to disseminate a message in a decentralized way of mass media, is now translated by many as: "Online tools which are used to disseminate content while allowing some relationship with other people. " Exactly like a blog, which at the same time disseminates content and opens space for readers to interact. So these would be tools that aim to share content, with relationships being the background.



In these channels, people can talk and share information. The content of a Social Media always tends to infinity, since any member can contribute at any time. This dialogue between users constitutes collaborative blocks of opinion. Social Media means new opportunities to create and communicate with people who care. Social media brings opportunities for both big business and individuals with an idea, an opinion. Social media, a means to spread your brand, your opinion, your cause. Leverages social media in your digital marketing strategy

What are Social Networks

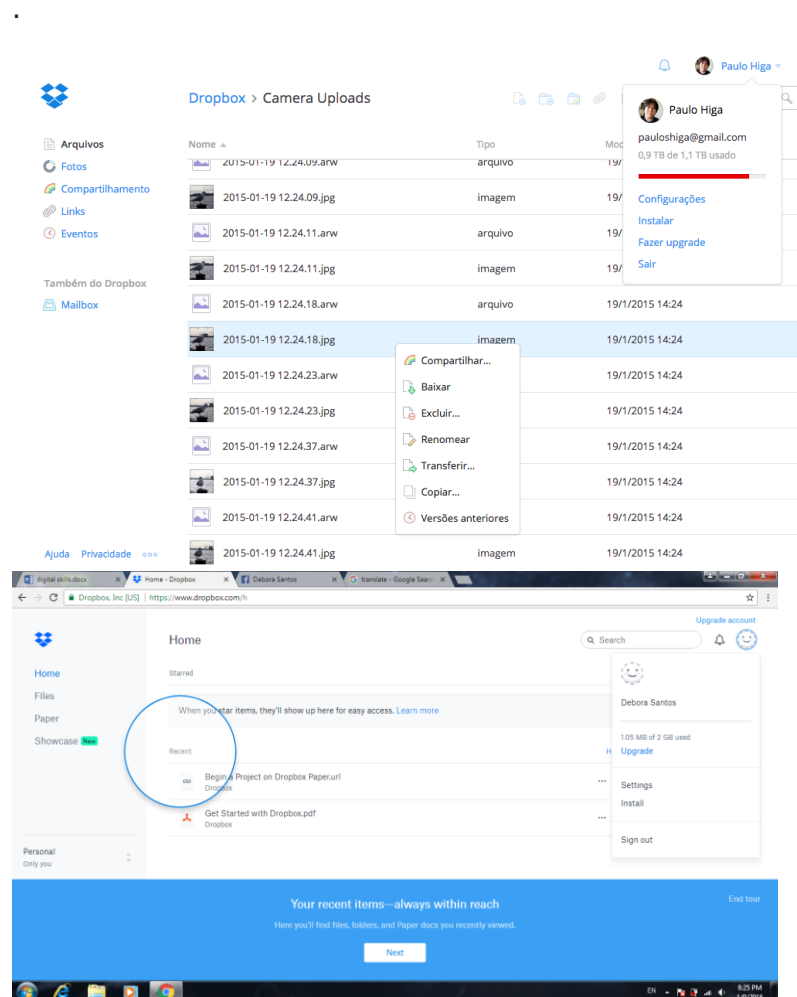
A social network is a group of people who have some level of mutual interest or relationship. This definition ended up gaining a new meaning on the internet, what was once called "relationship site" (social networking sites) today is known as social networks. In my opinion, this meaning that the internet brought should have been adapted and I get the name of "social networks online", which is precisely the proposal of services like Orkut and Facebook. A social network based on your online relationships with people you have some connection and / or interest in common.



Dropbox

Dropbox was released in 2006 and quickly became popular with the nomination system. The 2GB space provided in the accounts is easier to use, but you can expand it to 18 GB in a lifetime by inviting friends to join the service - not to mention how often and by partnerships that Dropbox does to give more room to users.

Dropbox's mobile apps automatically back up all the photos you take with your smartphone or tablet, and desktop apps also do a great job: they automatically send them all as screenshots that you take (and call them a public audience) and all photos from a memory card you put it on the computer



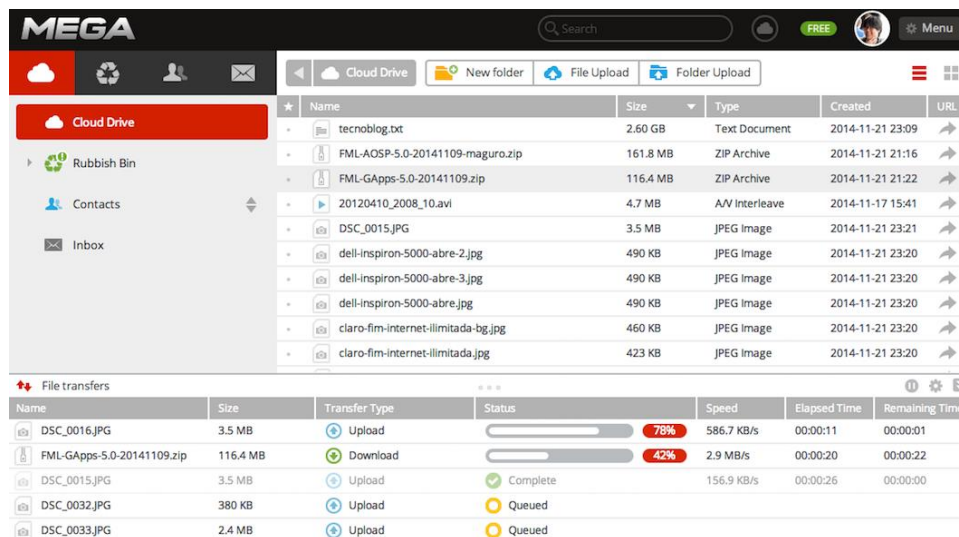
Mega

Mega is the successor to Mega upload, the extinct hosting service of Kim Dotcom known for storing copyrighted files, which were its servers and data confiscated in January 2012 by the United States Department of Justice. Mega is the storage service that offers more space for free accounts: 50 GB.

The main attraction of Mega is privacy. The data is encrypted by the user's computer before being sent to the servers. Theoretically, this means that it is not possible to access the contents of a file without the need for a specific measure by the User. Like me or me, Mega has a key, there is no way to access the contents of a file on the web or recover a lost password.

One of the peculiarities of Mega is the traffic limit. In order for you to send as many files as you want to fill up all the space available in your account, there is a file download limit, which is dynamic on free accounts and equivalent to 24 times the total space on the paid plans.

Because of end-to-end encryption, Mega is recommended to store sensitive data as long as you believe in the future of the service.



The screenshot displays the Mega web interface. At the top, there's a navigation bar with the Mega logo, a search bar, and a 'FREE' badge. Below this, a sidebar on the left shows navigation options: Cloud Drive (selected), Rubbish Bin, Contacts, and Inbox. The main area is divided into two sections. The top section, 'Cloud Drive', lists files with columns for Name, Size, Type, Created, and URL. The bottom section, 'File transfers', shows a table of active transfers with columns for Name, Size, Transfer Type, Status, Speed, Elapsed Time, and Remaining Time.

Name	Size	Transfer Type	Status	Speed	Elapsed Time	Remaining Time
DSC_0016.JPG	3.5 MB	Upload	78%	586.7 KB/s	00:00:11	00:00:01
FML-GApps-5.0-20141109.zip	116.4 MB	Download	42%	2.9 MB/s	00:00:20	00:00:22
DSC_0015.JPG	3.5 MB	Upload	Complete	156.9 KB/s	00:00:26	00:00:00
DSC_0032.JPG	380 KB	Upload	Queued			
DSC_0033.JPG	2.4 MB	Upload	Queued			

Sources: www.Google.com

Marketing Management: Analysis, Planning, Implementation, & Control By Philip Kotler

Kaplan and Haenlein, 2010