



Prifysgol Cymru
Y Drindod Dewi Sant
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DIG-Assignment 3: Report

Impact of Social Media on
reaching customers

Ana Paula Di Cunto
2334818

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What is Social Media?

Social media is digital technology that enables the sharing of ideas and information, including text and visuals, through virtual networks and communities. It usually includes user-generated content designed to boost engagement through likes, shares and comments.

Social media platforms such as Facebook, Instagram, WhatsApp and YouTube have become integral to our daily lives, connecting billions of people globally, in addition, social media offers incredible opportunities for community building and marketing. However, disinformation and hate speech remain significant challenges. (Dollarhide, 2024)

How Social Media helps companies to market their products and services?

Due to its widespread usage and versatility, social media is among the most effective free channels for marketing your business today. Here are some of specific benefits of social media

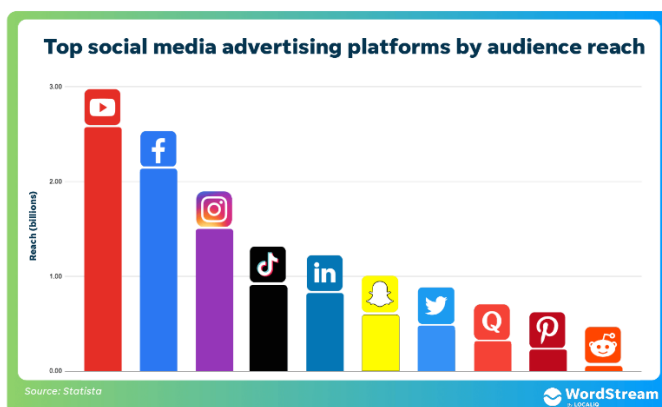
Humanize your business: Social media allows you to transform your business into an active market participant. Through your profile, posts, and interactions with users, you can create an approachable persona that your audience can connect with, and trust.

Drive traffic: Social media is a top channel for driving traffic to your website. With links in your profile, blog post links, and ads, you can convert visitors into customers.

Generate leads and customers: Social media platforms such as Instagram and Facebook shop revolutionized the way business interact with their customers. These platforms offer various features that facilitate direct communication, enhance customers engagement.

Increase brand awareness: Brands can connect with an extensive audience on social media platforms, increasing the potential for recognition and awareness.

Build relationships: These platforms facilitate communication with followers, enabling the creation of a network and direct connection with individuals. (WordStream, 2023)



. (WordStream, 2023)

How Social Media helps customers to find products and services?

Social media advertising helps customers to find products and services. These advertisements are created through a marketing strategy that involves some measures. To effectively manage a brand on social media, is crucial maintaining the profiles, focus on posting engaging content that resonates with the target audience. This includes actively respond to comments, sharing pictures, videos, stories, and live videos that reflect the brand's identity and fostering a sense of connection and loyalty. Additionally, social media marketing enables business to pay for prominent placement in front of large, target audience.(WordStream, 2023).The Influencers Marketing on Facebook, Instagram, Tik Tok , and You tube offer products and services presenting new brands for your followers. Many platforms allowing users to purchase products directly from the platforms. Through these measures, the social media platforms helps customers efficiently discover products and services .

Risk associated with social media

Social media use presents several risks, including cyberbullying, identity theft, and exposure to inappropriate content. Cyberbullying, where threatening messages sent by individuals, can result in feelings of isolation, anxiety, and depression. Personal information obtained without authorization and used for fraudulent activities. To mitigate this risk, it is crucial to share personal information only on secure websites and avoid clicking on links from unknown sources. Furthermore, exposure to inappropriate content, such as graphic images or videos, is particularly concerning for children and adolescents .(LinkedIn, n.d.) Social media presents several risks for both personal and professional, one of major concern for organizations is reputation risk, but security risks and a potential violation of privacy rights are also prevalent. (Sprinklr, n.d.)In conclusion, both personal and professional can be negatively affected by risks associated with social media

-There are some risks associated with social media

Risk of cybercrimes on social media	Cyberbullying
Breach of confidentiality	Ownership of social media account
Wasting time	Reputation Damage

Recommendation and conclusion

In conclusion, Social media impacted and transformed the way of communication. It can connect people around the world in real time and allow businesses to reach and engage with costumers .I believe that using marketing strategies through the advertisings on social media platforms allow the business achieve with the most effective way and cost benefit to reach a large audience with visibility and awareness. In the other hand, social media platforms can offer several risks, causing reputation damage, mental health problems, victims of fraudulent activities through the use of personal information obtained without authorization. To reduce the risk on social media, some security measures are crucial.

- **Awareness of Shared Information:** Before posting anything, consider whether it's suitable for public consumption.
 - **Privacy Settings.** Regularly review and adjust settings to maintain control over your online presence.
 - **Cautious Connections:** Being selective about friend requests and followers is crucial.
 - **Think Before Clicking:** Clicking links or downloading files without verifying their source can lead to security risks.
 - **Critical Thinking:** Verify information, fact-check, and be discerning.
- (LinkedIn, n.d.)

Social media is an indispensable tool for marketing strategies, can enhance business growth and help costumers discover products and services but we need to use these tools carefully and responsibly.

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