Social Media: On the Wheels of FAME

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Abstract

It must first to admit that early innovative changes should not a strongly acceptable. The time when Facebook became famous sometime in late 2004, there was no linking that it will become the leader for social media revolution—or that there would even *be* a social media revolution. Now days it becomes very popular that all the kids used this student site to "check each other out." This paper will focus on how the social media plays a vital role in different fields of our day today life such as enterprises, social diagnosis, crisis management, advertisement for a particular product or organization etc. This paper also shows the disadvantages of social media in organizations.

Keywords: *Social Media, malware attacks, crisis management, Natural disaster, event monitor.*

1.Introduction

The social software and collaboration space consists of offerings ranging from team collaboration to dynamic social networking applications that offer rich profiles and activity streams. Products built around a single capability, however innovative they may be, will be subsumed into larger enterprise social software platforms. E-mail, which is a mission-critical application, shows its usage impacted by social networking services in the next few years. Enterprise social media initiatives that involve only IT and not business users will be doomed to failure. Success in social software and collaboration will be characterized by a concerted and collaborative effort between IT and the business.

A lot has happened in a year within the social software and collaboration space. The growing use of Twitter and Facebook by business users has resulted in serious enterprise dialogue about procuring social software platforms for the business. Businesses, although fearing security and privacy concerns, see the major vendors as a secure source for the adoption of social software technologies. Smaller or niche vendors are still vying for enterprise attention offering standalone and specific functionality.

2. Change is in the Air

Technology research providers, including the big three—Gartner, Inc. www.gartner.com), IDC (International Data Corporation; www.idc.com), and Forrester Research, Inc. (www.forrester.com)—have similar, well-established business models. That model includes providing fee-based subscription services, usually segmented into silos by technology area or industry. The subscription may include advisory services, which offer inquiry access to the company's analysts, traditionally by phone or email. Consulting services are another large revenue stream. They have been offered in the same fashion for the past several decades. Sure, they have changed somewhat as the technological landscape has morphed. There was the switch from paper to digitized content, but that change did not necessarily alter the content, just the format of the reports. Digitization meant that I received the report more quickly after publication, but it did not necessarily change the publication schedules. What happens, though, to the old way of providing information services when people are sending and receiving massive amounts of information on a real-time basis from a variety of online platforms and devices? When waiting until the next quarter to receive an update seems almost inconceivable? When clients are now cultivating their own networks of experts and colleagues via social media? In "Extracting Value from Chaos," a June 2011 IDC report, authors John Gantz and David Reinsel predicted that the world will have created 1.8 zettabytes of information in 2011. By 2020, that volume will increase 50 times. Note that Gantz and Reinsel are only talking about stored data. Josh Catone, features editor

at the blog Mashable, has tried to help us conceptualize 1.8 zettabytes of information, likening it to every person in the U.S. tweeting three tweets per minute for 26,976 years nonstop (www.mashable.com/2011/06/28/data-infographic).

However, much of this information is not qualified or expert information. Much comes from a brave new world where all people can proclaim themselves experts. Social media offers a prime opportunity for the technology research providers, who are valued for their analytical and industry expertise, to spread their knowledge, to interact more fully with their clients, to cultivate a larger pool of experts, and to add more value. There are some key areas in which social media may have a direct impact on the technology research providers and their clients:

• **Content:** In the age of rapid technological change, you could argue that annual or semiannual forecasts or updates are losing their luster. Plus, keeping research in silos seems outdated, particularly when discussions center around collaboration and ecosystems.

Social Media Tools of the Big Three*

Firm	Blogs	Other Online Communities	Facebook	Twitter	LinkedIn
Forrester	All analysts have a blog set up for them; open to public comments	Forrester Communities: online discussions; open to public	Active	120-plus analysts on Twitter; 106,700-plus Followers	5,563 followers; 1,420 employee profiles
Gartner	50-plus Gartner analysts blog; open to public	No	Active	100-plus analysts on Twitter; 75,8900-plus Followers	18,763 followers; 4,894 employee profiles
IDC	IDC Insights Community; by topic or industry; open to public	IDC Insights Community; online group discussions; open to public	No	Almost 200 analysts on Twitter; 17,900-plus Followers	5,732 followers; 2,143 employee profiles

Twitter and LinkedIn statistics were recorded on Jan. 6, 2012. The table is not meant to be a direct comparison of companies, as company sizes differ. Therefore, the number of analysts who are tweeting or are on LinkedIn will naturally differ.

• **Analyst access:** Having the ability to access an analyst via social media, through tweets or blogs, clearly opens up the opportunity for information and idea exchange.

• **Timeliness:** The need for an immediate response is at the forefront of how social media has changed clients' communication expectations. There will be someone, whether an expert or not, who responds with an immediate personal analysis to breaking news. If Apple buys a major telecom carrier, clients will want to understand the implications within hours or at least a couple of days. This is probably more of an issue for the larger firms, where the editorial chain of command is longer.

• **Networks:** Analysts have always relied on a network of contacts for their information. They now have a larger pool from which to cull expertise. At some point, they may also find that they are actually hired or promoted based on their social media presence and their capability of tapping their networks to satisfy client requests.

3. Different Roles of Social Management

3.1 Social media in crisis management

The advantages of promoting social media are attractive and compelling but it is a matter of consideration that in a corporate environment, the information security risks are high and that the concept of private behavior has been diminishing in a world where blogs and tweets have become commonplace. There are several pitfalls to promoting social media in an organization. Sometimes, it can be difficult for the management to establish a direct link between the returns from the promotion of social media and the expenses incurred. There is the added responsibility of updating content with recent developments. A company's reputation can be at stake owing to negative posts by customers or competitors, especially in cases where officials fail to respond efficiently to such derogatory comments. There are also security concerns linked to the leakage of confidential information.

3.2 Social Media as VIRTUAL PARKS

In conceptualizing cyberspace, the metaphor is never far behind. We resort to the familiar to orient ourselves with the unfamiliar; for example, we find ourselves in virtual dungeons, pubs, cyber*caf´es*, chat*rooms*, *home*pages, online *communities*, and MUD *lobbies* (Adams 1997), confronted with the "electronic *frontier*" (Rheingold 2000), caught on the "information *superhighway*" (Brook and Boal 1995), and adrift among the modern cultural

scapes and *flows* (Appadurai 1996; Castells 1996). In fact, the need to construct a "sense of place" (Spradley 1980; Dodge and Kitchin 2001) online is critical for cybersociality. We usually do so by using metaphors based on offline space to explain online ones.

3.3 Role of social media in Natural Disaster

We should realize how helpful the social media can be during a crisis. During the Haiti and Japan earthquakes, Facebook and Twitter proved to be incredibly effective in creating awareness about the catastrophes as well as in encouraging a mass response to help victims.

The Causes application on Facebook has been a major source of fund collections for providing relief to those affected during recent natural disasters.

A recent Red Cross survey reflects that most youngsters rely on social media for getting information on any emergency be it a power outage, flood, hurricane, earthquake or tornado. The power of social media is especially amazing during difficult times of recovery and it can prove to be advantageous in preparing for a potential disaster. It provides people with the opportunity to share personal experiences and relay useful information, which can be used in real time.

In a typical natural disaster scenario, we can divide the phenomenon into two distinct phases, namely the pre-emergency phase and post-emergency help. During the pre-emergency phase, there are a number of ways in which we can make use of social media. There is the potential benefit of receiving guidance on the modes of help that are made available through the organization and other civil, social and governmental bodies after a disaster. This helps employees understand the efforts that are being made by an organization with regard to disaster response and recovery. Moreover, an organization can use social media to communicate faster with employees, their families, the press and other organizations. It also becomes easier to control rumors during a disaster when you are equipped with social media as the armor.

3.4 Social Media Diagnose

Social media has touched all domains, including the healthcare industry. If you are diabetic and caught stuffing cake into your face on your social media account in pictures taken at your friend's birthday party, chances are that your doctor's not going to like it as there is a high probability that your doctor is in your list of friends on the social media network.

It is a healthy sign that a growing number of Indians have begun trusting the Internet as a medium to get information on healthcare, and social media is a small contributor to this trend. A dose of social media has gone down well with the healthcare industry. Both doctors as individuals and hospitals are making efforts to reach out to the patients through the virtual world.

An international research report released early this year by Max Bupa found that over a third of Indians go online for health-related information. The findings of a separate digital healthcare survey on Indian industry by Webchutney revealed that 72% of respondents were searching for health-related information online and that eight out of ten of these individuals were looking for information for themselves as well as for others.

3.5 Social Media as Event Monitor

In April 2009, employees of a Domino's Pizza store posted videos on YouTube of staff performing offensive and possibly illegal actions with ingredients and implements used in the preparation of pizzas and other foods. Although Domino's Pizza did not initially characterize the negative impact as very large, it monitored the popularity of the videos on YouTube, which exceeded 1 million viewings within 24 hours. Approximately 48 hours after the videos were posted, the CEO of Domino's Pizza released a video on YouTube condemning the actions of the staff in the video and assuring the public of its commitment to safeguarding customer well-being. The staff involved in the videos were fired and faced criminal charges.

The lesson is that corporate reputation and confidentiality are being affected by public social software environments. Reputation monitoring typically falls to marketing/PR teams but responding to damaging content can require capabilities in internal and external security investigations that are rarely found in these teams.

3.6 Shopping through social media channels

Christine Bardwell, Ovum analyst and author of a new report on retail technology, said, "Contrary to the current waves of cynicism in the UK retail sector, 2012 will be the year when social commerce will really take off." She added that in the UK, leading retail brands have been slow to adopt a strategy for social commerce and the success stories have been few. However, 2012 will be the big story in retail technology. It definitely should not be disregarded as a fad, she avers.

"Retailers will start to take a serious stance on social shopping in 2012 and will see more and more products and services available for us to buy when we log on to catch up without friends," she said.
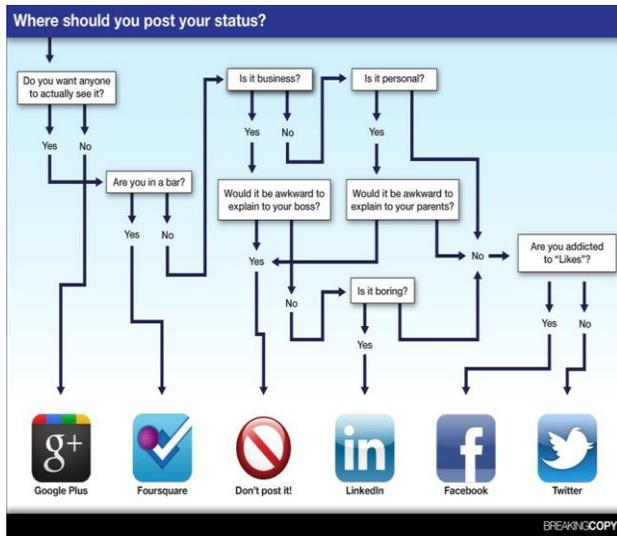
4. Conclusion

It will be interesting to see the continued evolution of the technology research providers' use of social media. The smaller research firms are, in many ways, already structured to work with and through social media effectively. The newer firms have developed business or marketing models that function almost exclusively around social media. Many of the larger firms have done an admirable job of getting up-to-speed quickly, considering their size and legacy of doing business in a certain way. Some organizations had the foresight to jump on the social media train early. Their established reputations, immense libraries of data, and breadth of analysts have attracted clients in the past, but it is their social media savvy, and how that influences the quality of their research, that will attract new clients and retain current clients. Information professionals themselves are increasingly expected to provide higher-quality, well-documented answers and analysis to their own client base, at a quicker pace. It becomes even more pressing that technology research firms—of all sizes—develop and use a flexible and engaging social media strategy. The opportunities that social media brings are probably in their infancy, but they will certainly take on a rapidly more important role in the coming years.

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