

Users of the world, unite! The challenges and opportunities of Social Media

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Original paper

Users of the world, unite! The challenges and opportunities of Social Media by Andreas M. Kaplan and Michael Haenlein

Reference

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.

Link to original paper

https://www.sciencedirect.com/science/article/pii/S0007681309001232?Casa_token=ndsxfqjmeaaaaaa:5vvn-q4rt0b9djiw4mhnww4esvblmurklrftjxxs6u2fhzymagg_gcf2lkook9ds87fipo-C2c8

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Social Media are a growing global trend.

Users of the world, unite!



By Andreas M. Kaplan & Michael Haenlein

of active Facebook users

175 million

Every minute, 10 hours of video is uploaded on YouTube



of internet users using Social Media



2007

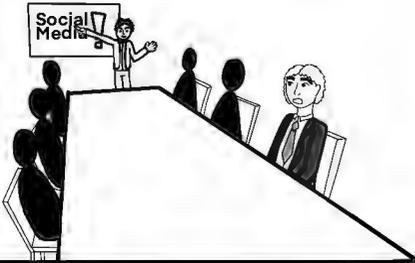


2008

Facebook provides 3 BILLION photographs

3,000,000,000

That's why Social Media are top-of-mind for businesses, but they are not very comfortable using them yet.

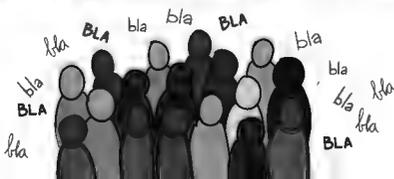


Because consumers can talk freely on Social Media, businesses get scared. Now, they cannot control the information available about them anymore.

Businesses used to be able to control all information available about them, by using good pr managers and press announcements.

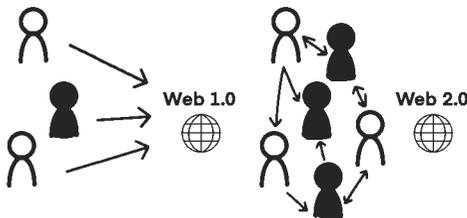


Due to the rapid growth of Social Media and the struggles and possibilities this brings many businesses, it is important to shine light on the seemingly scary term.



Social Media differ from Web 2.0 and User Generated Content (UGC). What?! Web 2.0? UGC? Isn't Social Media difficult enough as it is?

With Web "1.0", a small group of individuals generated content for the big public to read. Web 2.0 users participate and collaborate to create content.



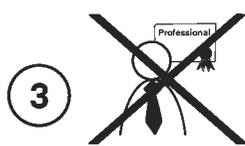
UGC is the way internet users use Social Media and concerns all content that is available to the public, created by the public. UGC has some prerequisites.



Creative effort is required.



It has to be accessible to the public on a website/ social networking site.



Content has to be created without professional intentions.

With more insight in Web 2.0 and UGC, the following definition of Social Media should make sense.

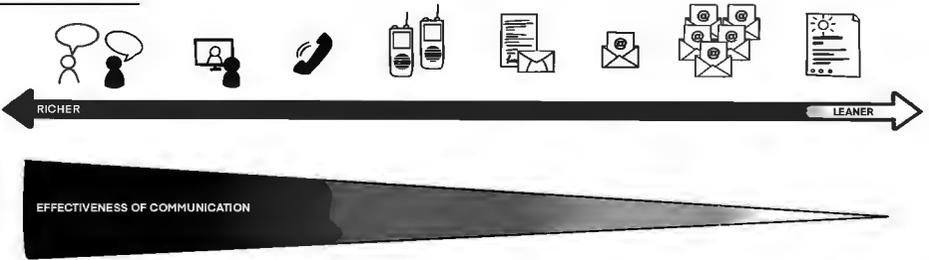
Social Media are a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.

To be able to categorize and distinguish all kinds of Social Media applications easily and systematically (because there are A LOT), we use the theories of social presence, media richness, self-presentation and self-disclosure.

SOCIAL PRESENCE THEORY



MEDIA RICHNESS



Daft & Lenge, 1986

SELF-PRESENTATION

- How the world sees you



The medium and its effectiveness, combined with the way Social Media users (want to) present themselves online, gives you a clear classification model to finally make sense of Social Media applications.

SELF-DISCLOSURE

- What you show the world



Social presence / Media richness

		Low	Medium	High
Self-presentation / Self-disclosure	High	Blogs	Social networking sites (e.g. Facebook)	Virtual social worlds (e.g. Second Life)
	Low	Collaborative projects (e.g. Wikipedia)	Content communities (e.g. Youtube)	Virtual game worlds (E.g. World of Warcraft)

Self-presentation / Self-disclosure

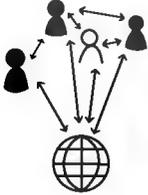
But we're not there yet! Let's dive into these six types of Social Media.

So, what does each type of Social Media mean? What are the challenges and opportunities they offer businesses?



COLLABORATIVE PROJECTS

Internet users create, adapt, remove online content, i.e. wikis. Together, users achieve more than they would individually.



Not everything you read is true.

Use internal wikis to create a knowledge base.

BLOGS

Websites with chronologically posted content.



Customers or employees can share disappointment with your business online.

Business can use blogs to improve transparency.

SOCIAL NETWORKING SITES (SNS)

These sites lets users create personal profiles to connect with friends, family and colleagues and message one another.



Social networking sites can be very addictive.

Use SNS to create brand communities.

CONTENT COMMUNITIES

Sharing content is central in these communities. Think of books, photos, videos.



Copyright infringement content could be shared on these platforms.

Their popularity can help businesses reach more customers.

VIRTUAL GAME WORLDS

Online platforms where users create personal 'avatars' to interact with other players.



These platforms limit self-presentation and self-disclosure.

In-game advertising on these popular platforms can be lucrative.

VIRTUAL SOCIAL WORLDS

Similar to virtual game worlds, but there are no interaction restrictions. Therefore, the possibilities of self-presentation are endless.



None really!

These worlds are great for advertising, sales, market research.

5 TIPS FOR BUSINESSES ON USING SOCIAL MEDIA



CHOOSE CAREFULLY

Choose the right medium to communicate your message to your target audience.



PICK THE APPLICATION OR MAKE YOUR OWN

You shouldn't reinvent the wheel. Maybe the perfect application already exists. If it doesn't, you can definitely create your own.



ENSURE ACTIVITY ALIGNMENT

Always make sure that your online activities on Social Media match one another. You should communicate the same message on all your channels.



MEDIA PLAN INTEGRATION

Integrate your corporate image in your media plan.



ACCESS FOR ALL

Check if all of your employees have access to your Social Media accounts. Make sure to divide your employees into administrative workers and mere participants.

5 TIPS FOR BUSINESSES ON HOW TO BE SOCIAL



BE ACTIVE



BE INTERESTING



BE HUMBLE



BE UNPROFESSIONAL



BE HONEST

Social Media allow businesses to engage with consumers efficiently, at low cost. And using the tips we offered, it should be a piece of cake to use Social Media.

But, beware. Mobile Web 2.0 is lurking.

Social Media applications are moving away from the desktops, towards mobile devices. It is believed that in 2020, mobile devices will be the primary tool to connect with Social Media applications.

IS YOUR BUSINESS READY?

