

**DMM 201**

**Social Media Applications for Business**

**Skill Enhancement Course (SEC)**

**School of Vocational Studies**



**उत्तराखण्ड मुक्त विश्वविद्यालय**

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## **DMM 201- Social Media Applications for Business**

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# UNIT- 1

## SOCIAL MEDIA PASTS & PRESENT

1.1	INTRODUCTION
1.2	OBJECTIVE
1.3	HISTORY OF SOCIAL MEDIA
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1.5	CURRENT SCENARIO OF SOCIAL MEDIA
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### ***1.1 INTRODUCTION***

Isn't "Social Media" the most used phrase and you keep hearing about it every minute, in today's computer era? Yes, social media is that recurring expression in our life which we speak around a lot often to describe what we post and read on sites and apps like Facebook, Twitter, Instagram, Snapchat and others. So, that makes us simply infer that social media are/is web-based sites that allow people to interact with each other.

Though, social media gets very confusing too sometimes, when we have to describe and talk about certain sites like Facebook, and also a site like Digg, plus a site like Wikipedia, and even sometimes a site like I can have Cheez burger. You look at these sites, and say to yourself, just what exactly is social media, anyway? The term is so vague that it can basically be used to describe almost any website on the internet today. But, then is that right?

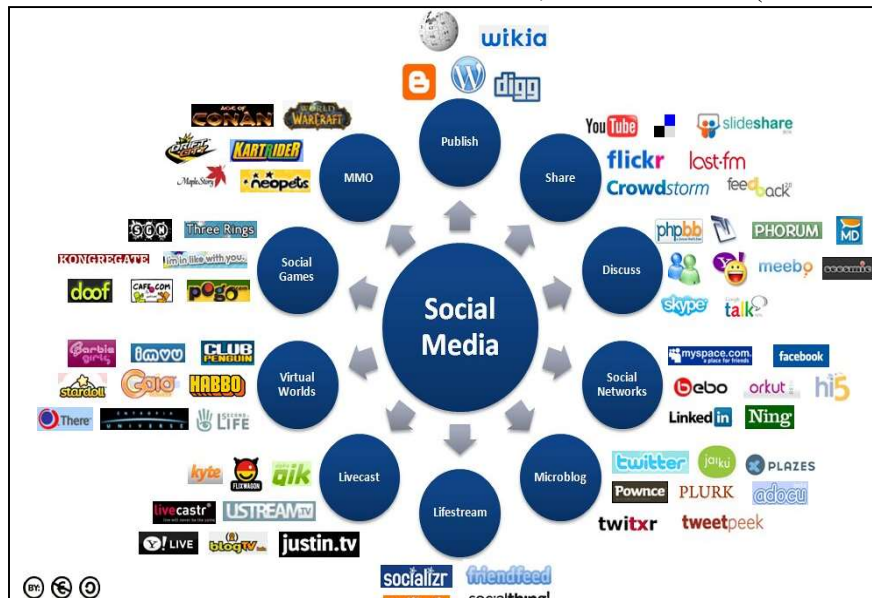
Some people have more of a restricted view of social media, often equating it to mean the same as social networking (a.k.a. Facebook, Twitter, etc.). Other people don't consider blogs to fall under the social media category. Some people even consider a simple question & answer

(Q&A) website like Quora.com to be a social media platform. It seems as if everyone has their own personal opinion of what social media is and isn't. But, can that establish the actual definition and standards of social media? No.

Hence, let's dive deeper into the general concept of social media to gain a clearer and more precise understanding. To get away from the complicated jargon and stick to simpler and clearer understanding, we will break the phrase “Social Media” into two parts:

- The 'social' part: refers to interacting with other people by sharing information with them and receiving information from them.
- The 'media' part: refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media).

From these two separate terms, we can pull a basic definition together- “Social media are web-



based communication tools that enable people to interact with each other by sharing and consuming information”. Let’s see figure describing the essential vast landscape of social media.

## 1.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Understand the fundamentals, evolution and trends of social media.
- Understand the current scenario of social media.
- Define the impact of social media on business.

## 1.3 HISTORY OF SOCIAL MEDIA

If you think of it, fifty years ago, no one would have known of “Social Media”. But now, everyone knows about it. This term has become a common knowledge in society especially for the youngsters. It is not just limited to being some knowledge that generally goes unpractised, but is rather the most popular pursuit of this digital age. It is a new mode of entertainment and where people can share and exchange their thoughts (through what most of us know as posts / statuses), personal information, photos and other media. This media is apparently growing

bigger and bigger every day with more and more people using it across the globe and also promoting the usage and its positive effects to the people they know in their circle.

New and more advanced social media platforms are created every year with more interesting things that can be offered to internet users. Now, to look at it, there are so many known and followed social media platforms like Blogger, MySpace, Facebook, Twitter, Pinterest and more.

Let's discuss a brief history of social media-

- In 1978, the first social media was created. Bulletin Board System (BBS) was created by Ward Christensen and Randy Suess to announce meeting and sharing information by posting it on BBS. It was the beginning of virtual community and the first dial-up in history.
- 1995 was the year for personal websites. After internet (WWW) launched and loved by many people, Geocities a web hosting service launched by Beverly Hills Internet (BHI). It allowed internet users to create simple websites for themselves.
- Social media service that appeared in 1997 was SixDegrees. SixDegrees lets its users to create profile and list of friends. It was used by 1 million users.
- 1999 was the year for Blogger and Livejournal. Users could write, share and communicate with friends by using their own blog or journal.
- Friendster was launched in 2002. It could be included in the social networking group. It lets users to create profile and virtual connection with people around the world. Now, Friendster has become a social media for games.
- Myspace, LinkedIn and WordPress were launched in the year 2003. Most of Myspace users were musician and band. WordPress was created to be used as open-source content management system and LinkedIn was launched as business-oriented social networking.
- In 2004, Mark Zuckerberg launched 'Facebook'. In the beginning, Facebook was created as social networking for college students.
- YouTube was launched in 2005 and founded by former employees of PayPal Jawed Karim, Steve Chen and Chad Hurley. It is a social sharing that let users freely upload and share a video.
- Launched in 2006, Twitter is known as social networking and microblogging site. Users can share and exchange 140-character messages. This short messages are called as tweets.
- In 2011, Google launched new product of social networking, Google plus (Google+). Google plus let you have video chat (hangout) and exchange information.
- In 2012, the first social scrapbooking that gained 10 million users faster in history launched. This social scrapbooking, Pinterest helps you create and share album of photos.

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## **1.4 SOCIAL MEDIA TRENDS**

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In this section, we will discuss about the current trends in social media. If we take a look at it, we see that social media trends follow movements in culture. These social media movements reveal key influencers of consumer behaviour and provide a powerful platform for testing the marketing innovations and brand ideas. Statistics shows that today, 2.46 billion people are active on social media.

Some top social media trends are-

### **Ephemeral content-**

Ephemeral content flashes across the internet for a second, maybe 24 hours, and then it's gone. But when done well, it leaves a buzzing trace across people's memories and brings lasting benefits to your company. These content blips are the basis of Instagram and Snapchat stories, where millions of users have become seduced by quick-fire content. One advantage is posting without polishing. People can easily upload a raw photo or video without fussing about editing. It's spontaneous, authentic, in-the-moment storytelling. It gives marketers a savvy way to test concepts quickly.

The numbers speak for themselves. As of November 2017, Instagram Stories topped 300 million daily users, while Snapchat had 187 million people sending fleeting messages every day, and when that many eyes are in one place, businesses take note. Last year, Instagram had more than one million advertisers using Stories each month. Ephemeral content is booming because it taps into "now culture." Watch it now, share it now, and experience it now.

### **Live streaming-**

Video lets you experience events in your own time. Live streaming lets you do this in real-time, so everyone can be there even when they're not. With recent success stories like Periscope, Twitch, and Facebook Live climbing aboard YouTube's gravy train, the video streaming market is on track to be worth \$70 billion by 2021.

Teaching online classes, broadcasting an event, doing a live demonstration of a new product—all of these are ripe for live streaming. It's a pure, immediate, and relatively effortless way to reach audiences and make them feel part of the experience. It also feeds into our "now culture" syndrome. Since, all major social media platforms now offer live streaming, it is expected that this social media trend will continue to rule beyond 2019.

### **Chatbot conversations-**

Chatbots are taking over the web. Facebook Messenger recently announced that there are now more than 30,000 active chatbots gathering information, giving product guidance, and taking orders, and you better get ready for more. Gartner estimates that by 2020, 85% of our engagement with businesses will be done without interacting with another human.

Why the chatbot frenzy?

Chatbots are efficient. They provide faster response times for customer success, easier reservation services, and seamless bill paying at scale. And all without completely sacrificing that human touch—Facebook reports that 56% of people would rather message than call customer service.

### **The rise of augmented reality-**

Picture this: a full 3D scan of your body, uploaded to Snapchat, and dancing to Madonna's Vogue. Augmented reality has quite literally changed the way people experience the world. It may have started with people searching street corners for Pokémon. But that was just the beginning. By enhancing real world experiences, AR lets people connect with brands through a heightened level of immersion. And companies are taking note.

According to a Deloitte survey, nearly 90 percent of companies with revenues between \$100 million and \$1 billion are already using AR as part of their business. The Apple iPhone 8 and iPhone x are both equipped with a chip that offers AR experiences. And platforms like Google Glass and Snap Chat's Lens Studio make it easier than ever to augment your reality.

Furniture and meatball retailer, IKEA, is one of them. Their new IKEA Place app lets you add a digital layer of furniture right on top of your real living room—so you can test styles, colours, and fabrics without opening a single box.

### **Experimentation-**

This is one trend that's here to stay: learning how to keep up with the mind-blowing pace of social media change. Instagram Shopping, Twitter's character increase, Facebook's algorithm updates, LinkedIn's native video—that's a tiny fraction of the social media changes launched in 2018. Can you keep up with it all? Probably not. But having an agile approach and an open mind is a good place to start. To stay relevant on social media, move with the change, learn fast, and never stop experimenting. And beyond the trends, remember why you're on social media in the first place: to build emotional connections with your customers and bring them closer to your brand.

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## ***1.5 CURRENT SCENARIO OF SOCIAL MEDIA***

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In today's fast paced world, there are so many burning issues around us which we need to think upon and act, it's an alarm for us to be aware about the society and current issues like abuse of human rights, education, corruption by political leaders, crime against women, bribery, misinformation to consumer, etc. need to be discussed openly in an effort to do something about it and bring a revolution. Social media provide a platform for discussion on such issues. Nowadays, social media are used by most of the political leaders in India. For instance, our Prime Minister tweets regularly on daily issues on Twitter Apps. Social media plays a great role as information source for travellers.



## ***1.6 IMPACTS OF SOCIAL MEDIA ON BUSINESS***

Advances in technology always changes business perspective, today's market leaders are harnessing new technology to sharpen their marketing strategies and trying to reach more customers. The business world now relies on the internet for much of its communications, marketing or otherwise. Almost all companies have their Facebook accounts, and individual leaders of companies have separate individual accounts on Linked In, Twitter, Instagram, and other social media sites.

New social media sites are popping up almost every week. Social media has created a business climate in which thousands of impressions can be made with one social media post. That impression could be positive or negative. we always have to careful about it. Within social media, individuals also developed audiences in the millions who follow their posts every day. Social media is a hugely powerful tool for marketing. There are several powerful tools, one such is "blog" too.

Blogs provide marketers real-time dialogue with customers and an approach to promote their products or services. A blog is an online journal with regularly updated content. This content is pushed to subscribers by RSS (Really Simple Syndication) or e-mail and allows for response and discussion from site visitors. RSS enables users to automatically gather updates from various websites, especially news sites and blogs, and display headlines and a brief summary of those updates in a single location. Blogs can be considered to be offerings of social media unless the site is actually part of the company's main web page. Well-run marketing blogs usually focus tightly on one peak area or product line. The aim is to provide the blog readers with a constantly renewing source of news and insight about that particular topic.

It has its own challenges, because the social media platforms are continuously changing and evolving. Also, the audiences being reached often read (or view) and believe the messages seen on various social media platforms without understanding the context of the message. A social media post that goes viral can become the cause of closing down a business, even if the post is not true.

So, that we can say the social media is the newest challenge/opportunity for marketers. Companies that want to retain market share and build their image must develop tactics for the use of social media and for defending against problems created by the use of these powerful marketing tool.

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## ***1.7 POINTS TO REMEMBER***

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- New and more advanced social media platforms are created every year with more interesting things that can be offered to internet users.
- There are so many known and followed social media platforms like Blogger, MySpace, Facebook, Twitter, Pinterest, etc.
- In 1978, the first social media was created. Bulletin Board System (BBS) was created by Ward Christensen and Randy Suess to announce meeting and sharing information by posting it on BBS.
- 1995 was the year for personal websites. After internet (WWW) launched and loved by many people, Geocities was launched by Beverly Hills Internet (BHI).
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- Friendster a social networking group was launched in 2002. It let users to create profile and virtual connection with people around the world.
- Myspace, LinkedIn and WordPress launched in the same year, 2003. Most of Myspace users were musician and band. WordPress was created to be used as open-source content management system. And LinkedIn was business-oriented social networking.
- In 2004, Mark Zuckerberg launched “Facebook”. In the beginning, Facebook was created as social networking for college students.
- YouTube was launched in 2005, founded by the former employees of PayPal Jawed Karim, Steve Chen and Chad Hurley. It is a social sharing that let users freely upload and share a video.
- Twitter is a social networking and microblogging website launched in 2006.
- In 2011, Google launched new product of social networking named Google plus (Google+). Google plus let you have a video chat (hangout) and exchange information.

- In 2012, Pinterest, the first social scrapbooking that gained 10 million users faster in history launched.
- Today there are around 2.46 billion people on social media.
- Nearly 90 percent of companies with revenues between \$100 million and \$1 billion are already using Augmented reality (AR) as part of their business.
- Social Media Marketing (SMM) report says, more than 65% of businesses are on social media to increase leads.
- In 2018, 40.2% of ads that the masses had seen were digital.
- Implemented in 2018, the General Data Protection Regulation (GDPR) aims to protect the data and privacy of individuals in the European area.
- The European Union also came up with a legislative framework: Markets in Financial Instruments Directive (MiFID II).
- Tools like Salesforce DMP or Data Studio allow companies to collect valuable data about their consumers – especially about millennials.

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## **1.8 GLOSSARY**

- Computer - can be described as an electronic calculating device that accepts raw data as input processes it and produces meaningful information i.e. output as result.
- Social- The term refers to interacting with other people by sharing information with them and receiving information from them.
- Media- The term refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media).
- Social media- are web-based communication tools that enable people interact with each other by sharing and consuming information.
- Bulletin Board System (BBS)- The system was created by Ward Christensen and Randy Suess used to announce meeting and sharing information by posting it on BBS.

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## **1.9 CHECK YOUR PROGRESS**

- What do you mean by social media? Explain how is it beneficial for society?
- Why is social media really important for business? Justify.
- Discuss the evolution of social media across the globe.
- Discuss the top five social media trends today.
- How social media can express your image/reputation negatively?

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## UNIT- 2

### SOCIAL MEDIA IN INTERPERSONAL COMMUNICATION

2.1	INTRODUCTION
2.2	OBJECTIVES
2.3	TYPES OF E-COMMUNICATION
2.4	IMPORTANCE OF INTERPERSONAL COMMUNICATION
2.5	ROLE OF SOCIAL MEDIA IN COMMUNICATION
2.6	SOCIAL MEDIA A GOLDEN BRIDGE FOR COMMUNICATION
2.7	POINTS TO REMEMBER
2.8	GLOSSARY
2.9	CHECK YOUR PROGRESS
2.10	BIBLIOGRAPHY/ REFERENCES
2.11	SUGGESTED READINGS

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### **2.1 INTRODUCTION**

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E-communication, or electronic communication, refers to the transfer of writing, signals, data, sounds, images, signs or intelligence sent via an electronic device. Some examples of e-communication are email, text messages, social media messaging and image sharing. E-communication is a common form of interaction for many people. The use of e-communication allows people to interact in different ways and combine many forms of media in the process. E-communication makes it easy to interact with groups through chat interfaces or video conferencing. Companies use electronic communications to enhance their business and to avoid obstacles, such as long-distance communication with their clients or partners.

Social media are computer-mediated technologies that allow individuals, companies, NGOs, governments, and other organizations to view, create and share information, ideas, career interests and other forms of expression via virtual communities and networks. In other words, we can say that social media uses web-based and mobile technologies on smartphones and tablet computers to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made

content posted online. The variety of stand-alone and built-in social media services currently available. Social media changes the way individuals and large organizations communicate. Social media are interactive and Internet-based applications, user-generated content such as text posts or comments, digital photos or videos, as well as data generated through all online interactions. social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

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## **2.2 OBJECTIVES**

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After successful completion of this unit, you will be able to-

- Define e-communication tools.
- Understand the importance of interpersonal communication.
- Define the role of social media in communication.

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## **2.3 TYPES OF E-COMMUNICATION**

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Internet provides many effective communication tools, including e-mail, mailing lists, discussion groups, chat services, web conferencing, blogs, and RSS feeds. In recent years, social networking sites such as Facebook and Twitter have also joined the mix look of e-communication. These various tools allow you to communicate one-to-one or one-to-many, depending on your communication needs. They also enable communication locally between people who know one another or worldwide with people who share common interests. There are several types of e-communication-

### **E-mail-**

E-mail is one of the most popular e-communication tools over the internet. E-mail allows you to send messages to one person or simultaneously to a group of people. E-mail is convenient and widespread to use. We can connect from anywhere and anytime with the help of internet service. Most people have at least one e-mail address.

In order to send e-mail, you must know the recipient's e-mail address. E-mail addresses consists of two parts: a username and a domain name. The username refers to the mailbox name or login name or user ID. The domain name is the internet address of the computer where the user's e-mail is stored (also called the mail server). The parts are separated by an @ symbol. For example, the e-mail address for the school of vocational studies is vocschool@uou.ac.in (this is an example only). There are many e-mail services available, which are free to use (partial free). you may create your own e-mail id from the following. e.g. Microsoft Outlook, Gmail, Yahoo! Mail.

### **Mailing Lists-**

Mailing List is another form of e-mail, which can involve just a few people or thousands of people. Mailing lists distribute information to an e-mail subscription list. Many companies and professional organizations rely on mailing lists to distribute their information. Postings, in the form of e-mail messages, are automatically delivered to your e-mail. You can simply read the

contents of the messages. Subscribing to a mailing list involves sending a message to the list's administrator.

### **Discussion Groups-**

Sites such as Yahoo! and Google allow users to create and join online discussion groups. Discussion groups are also referred to as forums or bulletin boards. These function very much like mailing lists except they are easier to create and maintain. They are also less invasive than mailing lists since you go to a website to view and post messages. Discussion groups work very well for communication among local interest groups and clubs. Within a discussion group, a discussion on a particular topic is often called a "thread." To start looking for other discussion groups, try Yahoo! Groups or Google Groups.

### **Social Networking-**

As information technology expanded, new social networking sites have developed on the internet. Social networking sites allow users to share their information through various mediums, as- text, audio, video, pictures, animations and info graphics. Social networking is a way of communication by email or instant messages within the website, and develop networks of friends or associations. Popular social networking sites include Facebook, Twitter, Google+, and YouTube. Nowadays, large corporations have become more attracted to social networking sites because of advertising revenue and the ease of marketing products and services.

**Facebook-** Facebook is the world's largest social network, provides a place for social connection via sharing of photos, videos, and text updates. Users can create personal profiles and establish relationships with other people and companies. Facebook was founded in 2004 by Mark Zuckerberg and his roommates at Harvard University. The Facebook membership is free to anyone over the particular age.

**Twitter-** Twitter launched in 2006, is a "microblogging" platform that allows users to communicate through brief messages (known as "tweets"), limited to 140 characters. The original idea behind Twitter was for users to post messages in response to the question, "What are you doing?" The prompt has since been changed to the more generic "What's happening?", but users can post anything that's on their minds, and often use Twitter as a way to share links to websites, photos, videos, and other web-based content.

Twitter employs a convention called a "hashtag," which is a word or phrase immediately preceded by a # (Hash) symbol. By placing a # symbol in front of a word in a tweet, the word is automatically turned into a hotlink which, when clicked, will perform a search of recent tweets containing that word.

The ability to group together tweets containing a particular word or phrase has contributed to a phenomenon known as the "internet meme." A meme can be a word, phrase, idea, image, video, or anything that spreads very rapidly via Twitter or any other means of internet communication.

**Google+ (Google Plus)-** Google Plus was launched by Google corporation in year 2011 as an attempt to compete with Facebook. Features of Google+ include “Circles” for sharing information with different groups of people (like Facebook Groups), and “Hangouts” for video chatting with a friend or groups of friends. Google Hangouts recently merged with Google’s Talk program, which created a single location for all text, video, and image sharing between a friend or a group of friends.

**Tumblr-** Tumblr launched in year 2007, is another “microblogging” platform that gives users a quick way to post text, images, audio, video, links, and quotes in a community setting. Unlike regular blogs, Tumblr blogs (also called “Tumblogs” or “Tumblelogs”) are frequently used to share the author’s creations, discoveries, or experiences while providing little or no commentary.

**YouTube-** YouTube began in year 2005 and has grown exponentially since then. It is another key product of Google corporation. Users may register with YouTube to upload videos, rate them and participate in different user groups, but it is not necessary to register in order to view video clips, send them to others, or embed them in other websites.

**Instagram-** Instagram is a photo sharing application launched in year 2010 that allows users of mobile devices to take a photo, apply a digital filter to it, and then share it on a variety of social networks. A distinctive feature confines photo to a square shape, similar to old-fashioned Kodak Instamatic and Polaroid images. In 2012, Facebook acquired Instagram and independently managed.

**Pinterest-** Pinterest launched in the year 2010, is currently one of the fastest growing social networks on the web. Pinterest allows users to create and manage theme-based image collections by uploading their own photos, or by importing (also known as “pinning”) images from elsewhere on the web. Users can browse and/or “follow” other pinboards for inspiration, and can “like” and/or “re-pin” images to their own collections. Users can also share their “pins” on both Twitter and Facebook.

**Flickr-** Flickr is an image and video hosting website and online community launched in year 2004 and acquired by Yahoo! in year 2005. The service is widely used by bloggers to host images they embed in blogs and other forms of social media.

**LinkedIn-** LinkedIn launched in the year 2003 as a social networking tool for work professionals, has become the standard for employers looking for new talent. Through LinkedIn, users can search for jobs, submit applications, and join work-related groups.

**Foursquare-** Foursquare is a location-based mobile application that combines aspects of social networking and gaming.

**MySpace-** MySpace launched in the year 2003, was the most popular social networking site in the world around the year.

### **Social Bookmarking-**



Social bookmarking is a method for internet users to organize, store, and share links to online resources. Prior to the proliferation of social bookmarking services, the only way for internet users to save (or “bookmark”) links to web content that interested them was to add them to a list of favorite links stored on their computers. If they typically use more than one computer (one at home and one at work, for example), they had to go through the inconvenience of saving their favorite links on both machines. Social bookmarking sites now enable users to gain access to their favorite links from any device with an internet connection, and to share links with other users.

### **Internet Chat-**

In Internet chat, people view and respond to messages from one another instantaneously, much like a telephone conversation. Although some chat software includes audio and/or video aspects, most chat and instant messaging programs are text-based. One person types a message on the screen, and the other person sees the message either as it is being typed or immediately after it has been typed.

There are two forms of internet chat frequently found on the web: chat rooms and instant messaging. Chat rooms tend to be open forums where a number of people chat with one another simultaneously. Often the people who meet in a chat room are people that have not met each other in the "real world." Instant messaging (IM), on the other hand, is a one-on-one form of internet chat. Although you can choose to instant messaging with strangers, often it is used to communicate with friends and family. Examples of instant message services include AOL Instant Messenger, Yahoo! Messenger, Facebook instant messaging service, etc.

### **Web Conferencing-**

Web conferencing is currently being used by businesses for employee training, meetings, and general communication. Educational institutions use web conferencing to enhance onsite classes or distance education classes. Popular conferencing programs include AnyMeeting (a free service for hosting meetings of up to 200 participants), and fee-based services Elluminate and GoToMeeting, which provide programs specifically designed for businesses and educational institutions.

### **Blogs-**

A blog is a kind of website that allows a web author to simply and easily share thoughts and ideas with other web users. The word blog comes from weblog, which refers to a log of dated postings by a particular author or group of authors. Blogs can cover any topic or can just be someone’s daily, weekly, or occasional diary of thoughts and opinions. Blogs can be interactive when readers add comments and a discussion is created. You can also, create your own blog. There are many software programs and web-based blog hosting services, some of which are free, such as Blogger and WordPress. Blogs are created using a simple-to-use content management system.

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## 2.4 **IMPORTANCE OF INTERPERSONAL COMMUNICATION**

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Interpersonal communication skills are essential for developing other key life skills. Interpersonal communication is the exchange of information between people. This is not just limited to verbal communication but instead includes body language and facial expressions as well as textual communications and other interactions that are mediated by technology in some way. Good interpersonal communication skills enable us to work more effectively and efficiently in groups and teams. It is often desirable to build strong relationships with others, which can in turn lead to better communication and understanding. Interpersonal communication can serve many advantageous purposes. It allows us to influence the behavior, attitudes, and opinions of others. In other words, we can say effective interpersonal communication in the workplace is integral to a well-functioning, high-performing team. Interpersonal skills are the ability to communicate important information and manage social interactions with colleagues, both up and down in the business.

There are certain skill sets that are crucial for professional life as well as for personal life to be able to exercise in their routine environment. Regardless of your workplace, interpersonal skills are important. Some of the key interpersonal communication skills are-

**Exercising Self-Awareness-** Self-awareness falls within the realm of emotional intelligence. Emotional intelligence is comprised of four primary components, i.e. Self-awareness, Emotions, Empathy and Relationship building.

**Being Cognizant of Nonverbal Communication-** Some forms of nonverbal communication include- e. g. Eye contact, Facial expressions, Body language, Gestures, and Physical contact (such as shaking hands, touching an arm, pushing, etc.).

**Being Respectful of Others-**

**Showing Empathy and Understanding-** Empathy, along with active listening and strong communication skills, also is useful in terms of negotiation tactics.

**Being a Clear Communicator-** Communication is an important part of life, as well as a necessary component of any personal or business relationship.

**Engaging in Active Listening**

**Behaving Appropriately-** Some universally accepted behaviors should be exercised by everyone, e. g. Being punctual, showing courtesy, being cooperative and easy to work with, having a positive attitude, dressing appropriately, etc.

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## 2.5 **ROLE OF SOCIAL MEDIA IN COMMUNICATION**

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The role of social media in communication is immense, because of its extensive and convenient approach. The social media is not limited till the communication purposes only, but also performs key role in digital marketing and becoming a strategic tool in terms of building brand awareness and running a marketing campaign. Shifting from the era of conventional or mass

media, by using social media and digital marketing, marketers can track brand's competitors and have more measurable campaign results. Digital communications media are inherently capable of being more interactive, participatory, decentralized, and less hierarchical. As such, the types of social relations and communities which can be built on these media share these characteristics. There are some benefits of digital communication- Communication is instant and fast-paced, Communication is extensive, Communication is convenient and Communication contributes to positive social change.

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## 2.6 ***SOCIAL MEDIA A GOLDEN BRIDGE FOR COMMUNICATION***

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We look around and find that Internet and digital technologies are revolutionizing our lives. This world appears to be a highly privileged place where people interact with each other, search for information online, buy goods and services. What were once known as traditional advertising techniques have now been significantly transformed. We remember the time when advertisement used to be limited to the selected media- e.g. TV, radios or movies. Now it has conquered new spaces with social networks. Indeed, in 2018, 40.2% of ads that the masses had seen were digital. Social networks has emerged as one of the most important areas of interest, acting as broadcasting and marketing tools for companies to promote their business and also carry out customer care.

Since, advertising has taken social media, the most exposed are the millennials –people born in the 21st century and reaching young adulthood. They have a strong relationship with social media. Comments and recommendations are very important to them. According to a Hubspot study, 71% of the millennials are more likely to buy a product if it has been recommended online.

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### **Note-**

Millennials, also called the millennial generation, or Generation Y, is the phrase used to generally describe a person who reached adulthood in the early 21st century and covers the generation of people born between 1980 and 2000.

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### **Millennials relationship with social media-**

- 65% of the millennials share their own pictures on social media more than once a week and 64% of them also share content coming from brands or media. This shows how interacting and sharing their feelings is important to them.
- With social media, communication has become viral. Knowing that they are now able of reaching people on a global scale and has empowered millennials to start their own

business on social media. Big structures have seen this new economy appearing and they've chosen, wisely, to invest in it.

- HSBC's main goal when it launched the "Start Today" campaign in 2018, was to attract younger community and to reach dynamic and connected customer base. The marketing concept is simple: sharing your revolutionary idea on Twitter with 140 characters. The results were outstanding: 6.9 million tweets generated in 6 weeks and the increasing of 40 % of the firm's audience on Twitter has showed how viral communication can be on social media.
- After Facebook- Cambridge Analytics scandal had happened, all the public and private organizations that were dealing, manipulating or stocking personal data on their customers, were under scrutiny, including retail banking. Indeed, retail banking is one of the most monitored markets. This can be explained by the nature of their business and big potential bank failures. As autoregulation has shown its limits, public intervention is needed. Pricing, security and data were the main areas addressed by European financial regulators in 2018.
- How to restore confidence in an industry which has shown its weaknesses to all its stakeholders across the world? Implemented in 2018, the General Data Protection Regulation (GDPR) aims to protect the data and privacy of individuals in the European area.
- The European Union also came up with a legislative framework: Markets in Financial Instruments Directive (MiFID II). It aims to bring more transparency on prices before trading operations in order to regulate the European financial market and to improve the protection of investors. The 70 000 pages of rules are expected to cost more than 2 billion euros to the European financial market for compliance.
- Social media have generated among the millennials a feeling to be part of a community. As they follow people who they share the same interest with and are more sensitized by the content they see. Meanwhile, they also want to be recognized as an individual and ready to buy any item that would be a distinction inside of their group.
- That's why social media have such an impact: they shape the way young people act, dress, eat, and travel and more. The most relevant example must be Instagram. Young consumers are desperately trying to be recognized by their peers. That's why a firm has to be very careful about the image it wants to convey. It should exploit this unspoken desire of recognition.

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## **2.7 POINTS TO REMEMBER**

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- E-communication, or electronic communication, refers to the transfer of writing, signals, data, sounds, images, signs or intelligence sent via electronic devices.
- Social media are computer-mediated technologies that allow individuals, companies, NGOs, governments, and other organizations to view, create and share information,

ideas, career interests and other forms of expression via virtual communities and networks.

- Social media uses web-based and mobile technologies on smartphones and tablet computers to create highly interactive platforms.
- Social media changes the way individuals and large organizations communicate.
- The internet provides many effective communication tools, including e-mail, mailing lists, discussion groups, chat services, web conferencing, blogs, and RSS feeds.
- E-mail is one of the most popular e-communication tools over the internet. E-mail allows you to send messages to one person or simultaneously to a group of people.
- Mailing List is another form of e-mail, which can involve just a few people or thousands of people. Mailing lists distribute information to an e-mail subscription list.
- Sites such as Yahoo! and Google allow users to create and join online discussion groups. Discussion groups are also referred to as forums or bulletin boards.
- Social networking sites allow users to share their information through various mediums, as- text, audio, video, pictures, animations and info graphics.
- Social bookmarking is a method for internet users to organize, store, and share links to online resources.
- Web conferencing is currently being used by businesses for employee training, meetings, and general communication.
- A blog is a kind of website that allows a web author to simply and easily share thoughts and ideas with other web users.
- Good interpersonal communication skills enable us to work more effectively and efficiently in groups and teams. It is often desirable to build strong relationships with others, which can in turn lead to better communication and understanding.

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## **2.8 GLOSSARY**

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- BHI – Refers to Beverly Hills Internet that launched “Geocities”. Geocities was a web hosting service. It allowed internet users to create simple websites for themselves.
- Google plus (Google+)- Google plus helps users video chat (hangout) and exchange information.
- eMarketer- It is a subscription-based market research company that provides insights and trends related to digital marketing, media, and commerce.
- Ephemeral content- It is a content that flashes across the internet for a second, maybe 24 hours, and then it’s gone.
- Live streaming: Video lets you experience events in your own time. Live streaming lets us do this in real-time, so everyone can be there-even when they’re not.

- Chatbot- It is a piece of software responsible to conduct a conversation through auditory or textual methods. Such programs are often designed to convincingly simulate how a human would behave as a conversational partner.
- AR – It refers to Augmented Reality which provides an interactive experience of a real-world environment where computer-generated perceptual information enhances the objects that reside in the real world.
- e-communication- It refers to electronic communication, enabling the transfer of writing, signals, data, sounds, images, signs or intelligence sent via electronic devices. Some examples of e-communication are email, text messages, social media messaging and image sharing.
- GDPR- It refers to General Data Protection Regulation which aims to protect the data and privacy of individuals in the European area.
- MiFID II- It refers to Markets in Financial Instruments Directive which aims to bring more transparency on prices before trading operations in order to regulate the European financial market and to improve the protection of investors.

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## 2.9 CHECK YOUR PROGRESS

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### Part- A (Fill in the blanks and True/False type questions)

- a) BBS stands for.....
- b) BHI is abbreviated as.....
- c) The full form of AR is.....
- d) .....is a piece of software responsible to conduct a conversation through auditory or textual methods.
- e) .....is a subscription-based market research company that provides insights and trends related to digital marketing, media, and commerce.
- f) Ephemeral content is a content that resides across the internet for a long period of time. (True/False)
- g) General Data Protection Regulation (GDPR) aims to protect the data and privacy of individuals in the Asian Region. (True/False)
- h) Social media are web-based communication tools that enable people to interact with each other by sharing and consuming information. (True/False)
- i) In 2006, Mark Zuckerberg launched 'The Facebook'. (True/False)
- j) Google launched new product of social networking named Google plus (Google+) in 2011. (True/False)

### Part- B (Descriptive type questions)

- What do you understand by e-Communication? Discuss its various modes?
- Social media plays a very important role in our daily lives and in interpersonal communication. Discuss in your own words.
- Social media acts as a golden bridge for communication. Comment.

<b>Answers- (Part A- Fill in the blanks and True/False type questions)</b>	
(a) Bulletin Board System	(b) Beverly Hills Internet
(c) Augmented Reality	(d) Chatbot
(e) eMarketer	(f) False
(g) False	(h) True
(i) False	(j) True

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## ***2.11 SUGGESTED READINGS***

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## UNIT- 3

### FACEBOOK- TOOLS AND ACTIVITIES- I

3.1	INTRODUCTION
3.2	OBJECTIVES
3.3	GETTING INTO FACEBOOK
3.4	FACEBOOK ACTIVITIES
3.5	FACEBOOK FOR BUSINESS
3.6	FACEBOOK MARKETING TIPS
3.7	POINTS TO REMEMBER
3.8	GLOSSARY
3.9	CHECK YOUR PROGRESS
3.10	BIBLIOGRAPHY/ REFERENCES
3.11	SUGGESTED READINGS

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### **3.1 INTRODUCTION**

Facebook is one of the best social networks worldwide. This is a website where each user can register and create an account for free. By creating a Facebook profile, the user can fill various information and share content (text, images, music, videos etc.) with others. Facebook is a free social media site that enables registered customers to create profiles, upload pictures and watch movies, send messages, and even stay in contact with friends, family members and co-workers.

We can without a doubt say that there is no web client that hasn't heard the name Facebook. A significant number of us have been Facebook clients for a considerable length of time, however there are still individuals for whom this online networking stage is still new and obscure. In this way, this unit gives the data about different highlights, apparatuses and capacities utilized in Facebook.

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### **3.2 OBJECTIVES**

After successful completion of this unit, the learner will be able to-

- Know about Facebook
- Able to create your social media profile



- Know about various features & tools of Facebook
- Know about various activities used in Facebook

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### **3.3 GETTING ONTO FACEBOOK**

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#### **History of Facebook-**

Facebook was founded on February 4, 2004 by Mark Zuckerberg, Eduardo Severin, Dustin Moskowicz and Chris Hughes in a Harvard dorm room. Facebook has rapidly become one of the largest social networking sites in the world. Within a year, the social networking site earned more than 1 million users - which have grown rapidly to hit more than 2 billion in 2018. Some glimpses of the Facebook history are as follows-

- February, 2004 - Facebook (then called "The facebook") was founded by Zuckerberg, Moskovitz, Saverin and Hughes.
- March, 2004 - Facebook spreads to three college campuses - Yale, Columbia and Stanford.
- September, 2004 - The site launches the now infamous "wall" - which allows users to post things and receive messages on their own page.
- December, 2004 - Facebook hits 1 million users.
- September, 2005 - The site expands to high school networks. It also drops the "the" to become just "Facebook".
- October, 2005 - Facebook adds photos and goes international.
- December, 2005 - Facebook has over 6 million users.
- April, 2006 - Facebook goes mobile.
- September, 2006 - Anyone can now join Facebook.
- February, 2009 - The "like" button is introduced.
- July, 2010 - Over 500 million users are active on Facebook.
- May, 2012 - Facebook releases their IPO - which raised \$16 billion and gave the company a \$102.4 billion market value.
- October, 2012 - Membership hits the 1 billion mark.
- February, 2014 - Acquisition of WhatsApp is announced.
- April, 2015 - Over 40 million small business pages are on Facebook.

#### **Getting started with Facebook-**

If you don't have a Facebook account, you can sign up for one in a few steps:

**Step 1-** Go to [www.facebook.com](http://www.facebook.com).

**Step 2-** If you see the signup form, fill out your Name, Mobile phone number or email address, password, your date of birth, and Your gender.



Fig 6.1 Facebook Account Creation (Sign Up) Page

The initial phase in utilizing Facebook is to join and get another Facebook account. Go to [www.facebook.com](http://www.facebook.com) and round out the "Join" structure on the right. On the off chance that you don't see the structure, click Sign Up (this might be in the page's footer), at that point round out the structure. You should give your genuine first and last name alongside your email address and the remainder of the structure. Snap the green sign up button at the base when you're set.

Facebook will send a message to the email address you provided with a link asking you to affirm your email addresses. You'll need to do this if you want full access to Facebook's features.

### Your Profile Page-

Your profile page is your profile page ... yours. For example, you can personalize it with a profile picture and cover, and the inclusion (or exclusion) of whatever information you want.

The cover is the large photo that appears on the back of your profile picture.

Create posts that allow you to share what you're doing, photos/ videos, or websites that you find interesting. When placing a website, Facebook will automatically give you a thumbnail option to include, as well as tag where you are or who you are with.

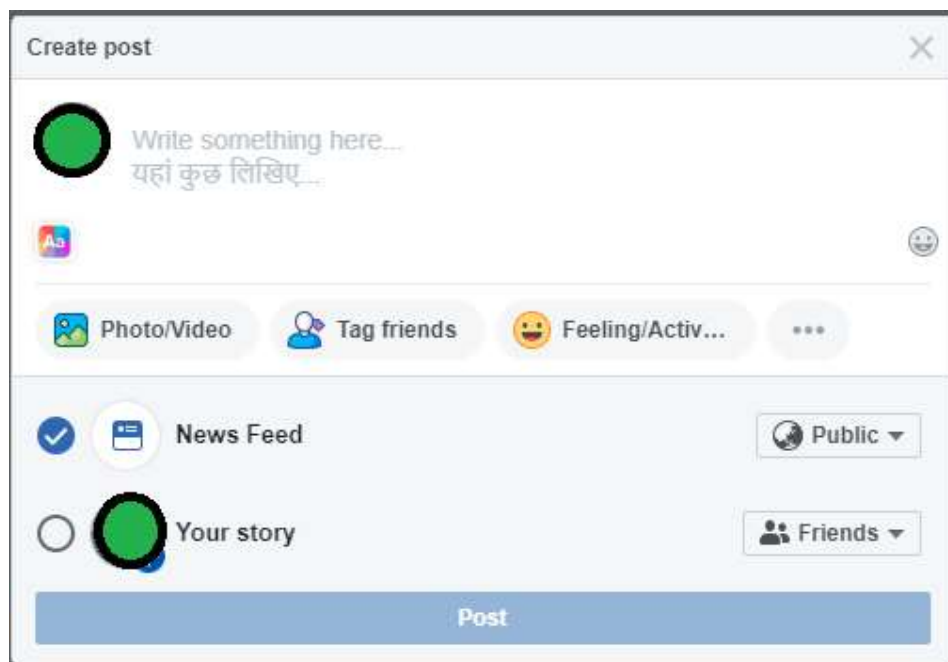
Fig 6.2 Facebook Create Post (Status Update) Panel

This will happen immediately unless you change the time to post your status. Again, the biggest thing to remember is that you can include as much or as little information about yourself as you want. Your profile page is your wall. This is what friends see first, and where they can leave public messages. It is both by you and about you.

Your profile page shows a timeline of the event - status updates, photos, wall messages you've written, plus lots of things about you - the music you like, the places you are tagged, your friends, And more.

### Finding Friends-

Remember how you can set a lot of privacy settings for your account? Well, the same applies



to everything else. Like, you can set other people's privacy settings and determine if you are able to find them on Facebook, as well as tell you how much of their profile you can see. The amount of their profile that you can see can change even after you are a friend. You can find friends in three ways:

- a) Search for friends: By using the email address or their name in the search box at the top of any Facebook page. Type your friend's name in the search bar and click on search icon. To send a friend request to someone, click “add friend” next to their profile picture.

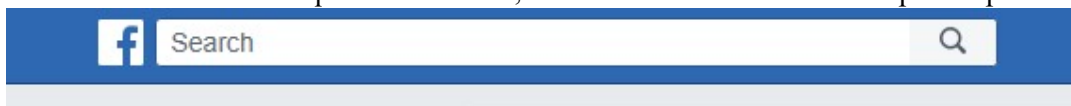


Fig 6.3 Search friends

- b) Invite friends in person: For those who do not have an FB account, you can send a personal message and invite them to join. FB saves contacts for you so you can see who has joined and is sending reminders.
- c) Once a friend request has been sent, they (or you) will be notified that you have a friend request in the dark blue bar at the top, with a red box with two people's icons on it. They (or you) can confirm the request or select "Cancel". If you do not choose now, the request will be hidden. If you confirm the request, they will be added to your friends, and you will immediately start receiving their status updates, and they will start seeing you.

**Setting Privacy in Facebook-**

When you've made your record (or signed into a current one), proceed to set your security settings with the goal that you can oversee who approaches your data and profile. These settings are found by tapping the down bolt situated in the right-hand side of the top toolbar, under Settings in case you're on a work area or by tapping the three vertical lines in the lower right corner and looking to the base of the subsequent menu in case you're utilizing portable. At that point, search for the Privacy or Privacy Shortcuts connection and click it.

Here, you can set up your privacy settings.

You have three main settings, plus a custom option for even more control.

**Public:** Everyone can see your content, including those you aren't friends with.

**Friends:** Only those who you're connected to as friends will be able to see your posts.

**Only Me:** Like it says, this content is hidden from view, and only you can see it.



Fig 6.4 Facebook Privacy Setting Page

## Blocking-

You can block individuals/messages/application, invites/occasion, greeting from a similar page. Blocking somebody implies that you will be as imperceptible to them as they are to you. You won't have the option to get to his/her profile, or see anything about him/her on the site. The individual who does the blocking is the one in particular who can unblock it.

### To block someone:

- Click at the top right of Facebook (at drop down button) and choose Settings.
- Click Blocking in the left side menu.
- In the Block users' section, enter the name of the person you want to block and click Block.
- Select the specific person you want to block from the list that appears and click Block > Block [name].

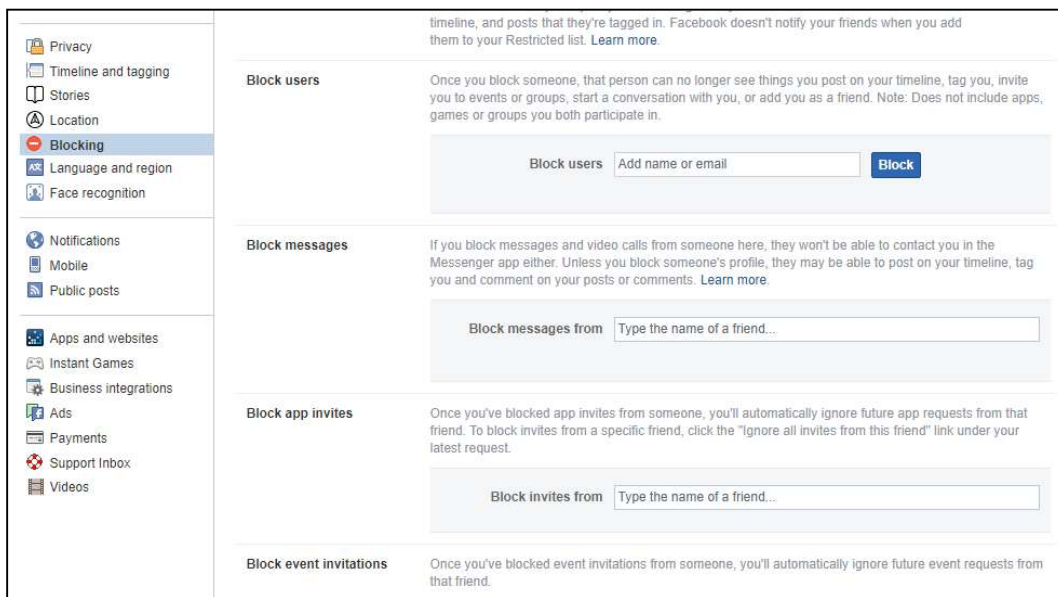


Fig 6.5 Facebook Blocking Setting Page

## Like & React to POST-

Clicking “Like” underneath a post on Facebook is an approach to tell individuals that you appreciate it without leaving a remark. Much the same as a remark, any individual who can see the post can see that you enjoyed it.

For example, if you click “like” below a friend's photo:

- People who can see the photo will be able to see that you liked it.
- The person who posted the photo will get a notification that you liked it.

Liking tells your friends that you enjoyed their post or comment, while reacting allows you to specify your response.

To “react” to a post or comment, hover over “Like’ and choose a reaction. The most popular reactions appear below



the post or comment as icons shows. Keep in mind that you can only leave one reaction per post or comment.

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### **3.4 FACEBOOK ACTIVITIES**

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There are various tools available on Facebook that will help you to perform certain action within your Account. We will discuss some important tools here.



#### **Facebook Messaging-**

Messaging on Facebook lets you instantly reach people you care about from Facebook chat on your computer. To send a direct message on Facebook on a computer, kindly do the following-

1. Click  at the top right of the screen.
2. Click New Message.
3. Start typing a name into the To field. Names of friends will appear in a dropdown.
4. Select the person or people you want to message.
5. Type your message, then press enter to send.

You can also message someone by clicking Message at the top of their profile.

#### **To video chat on Facebook:**

1. Click  at the top right of the screen.
2. Open a conversation with the person or people you want to video chat with.
3. Click  in the top right corner of the chat window.

#### **Facebook Events-**

To create a private Facebook event on your computer:

- From your News Feed, click Events in the left menu.
- Click + Create Event on the left side.
- Click Create Private Event. Only invited guests will see your event. Once you've created a private event, you won't be able to change it to public later.
- Fill in the event name, location, date, time and description.
- Click Create. You'll be taken to your event where you can invite guests, upload photos, add a cover photo or video, share posts and edit event details.

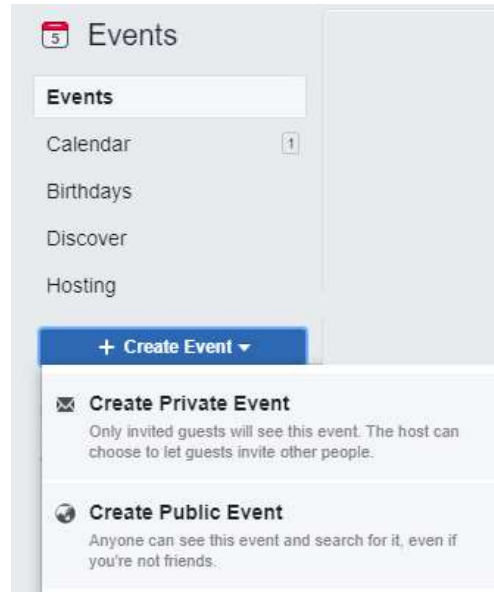


Fig 6.6 Facebook Event Page

### Facebook Groups-

Gatherings are a spot to inform about shared interests to specific individuals. You can make a gathering for anything — your family get-together, your after-work sports group or your book club. To create a group, do the following-

- Click Create in the top right of Facebook and select Group.
- Enter your group name, add group members and then choose the privacy option for your group.
- Click Create.

Once you create your group, you personalize it by uploading a cover photo and adding a description.

Fig 6.7 Facebook Create Group Page

### 3.5 ***FACEBOOK FOR BUSINESS***

#### **Facebook Pages-**

You can like or follow a Page to get refreshes from business, associations and open figures. Anybody with a Facebook record can make a Page or help oversee one, as long as they have a job on the page.

Pages are for organizations, brands, associations and open figures to share their accounts and interface with individuals. Like profiles, pages can be altered with stories, occasions and that's just the beginning. Individuals who like or follow a page can get refreshes in the News Feed.

#### **Profile versus Page-**

This is something that frequently confounds individuals. Your profile is close to home to you. You can keep this for loved ones – to share news and pictures – or you can let your fans "companion" you so they get the opportunity to see "in the background" with the individual news you choose for share freely.



You shouldn't advance your business on your own page (Facebook don't care for it) however you can discuss what you're dealing with, share pertinent business-related stories in a talkative, non-limited time way. It's an unobtrusive distinction however a significant one.

A Facebook "page" is a "business page" and can be for a reason, character, band, exceptional occasion, and tribute; however, it's a special instrument as opposed to an individual page. You can just have ONE individual profile yet you can have the same number of pages as you like.

### To create a Page:

1. Go to [facebook.com/pages/create](https://facebook.com/pages/create).
2. Click to choose a Page type.
3. Fill out the required information.
4. Click Continue and follow the on-screen instructions.

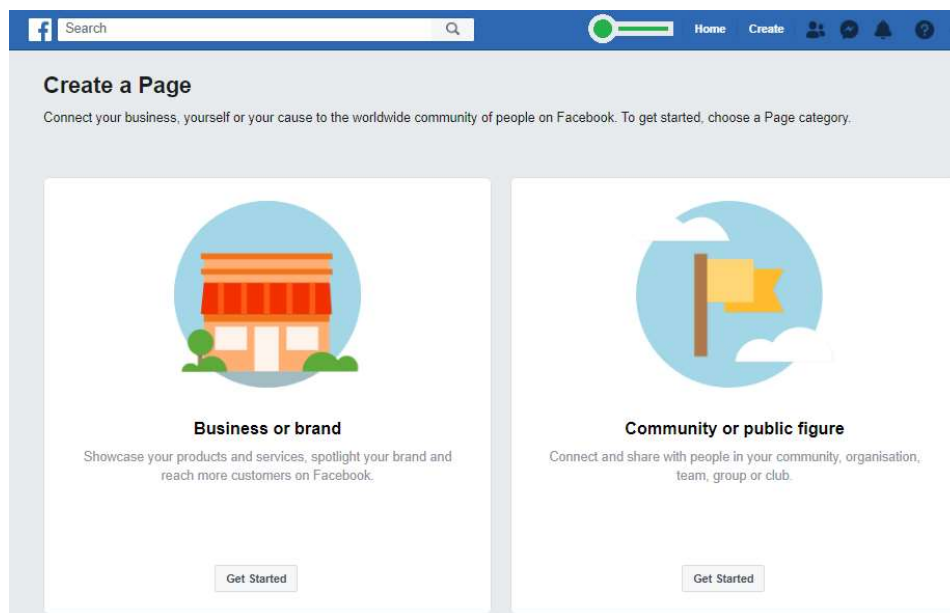


Fig 6.8 Facebook Page creation Page

Subsequent to finishing the initial setup, you will be diverted to your new Facebook page. Aside from the data you gave in the arrangement procedure, it will look rather void. In this part, we will tell you the best way to explore through various territories of the page so you are alright with changing and using the functionalities

In the 'About' tab, you can guarantee that all your business subtleties have been entered accurately.

The areas you can update/modify includes–

- Address
- Contact details

- Website URL
- Operating Hours
- Price Range

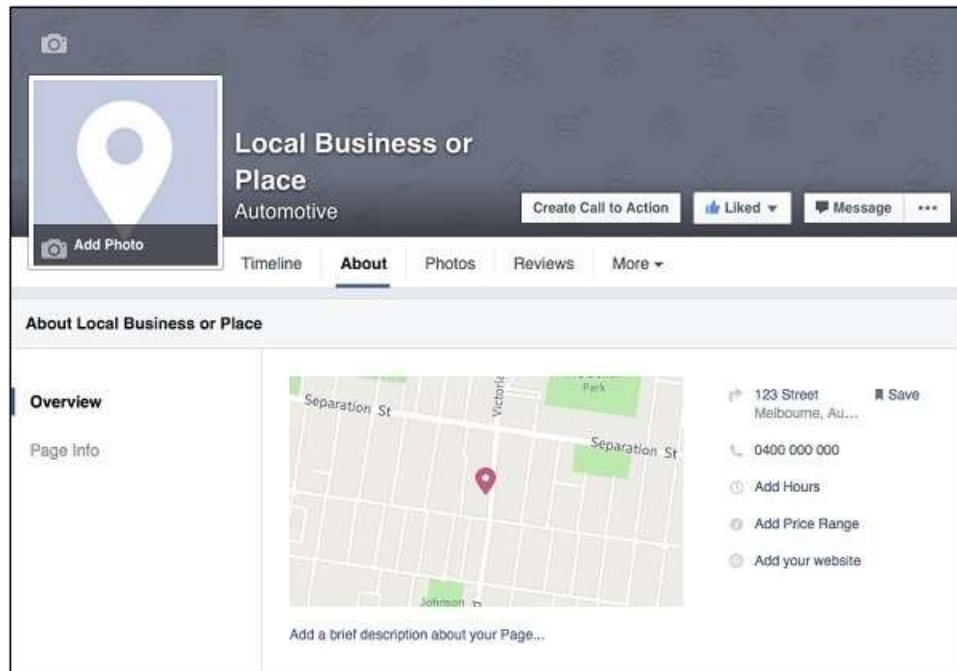
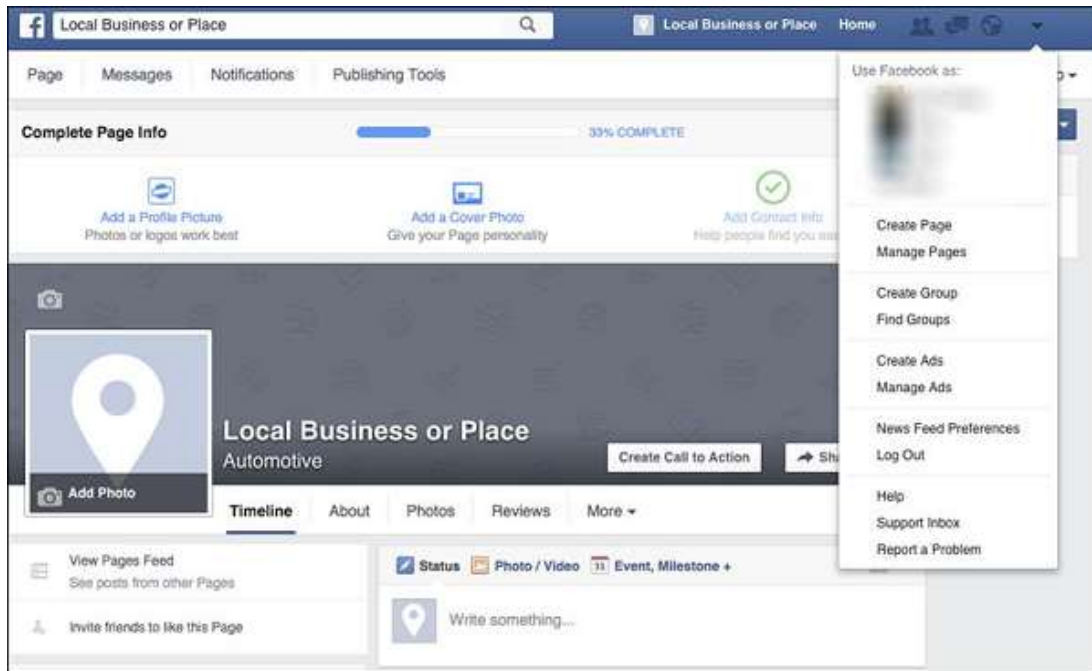


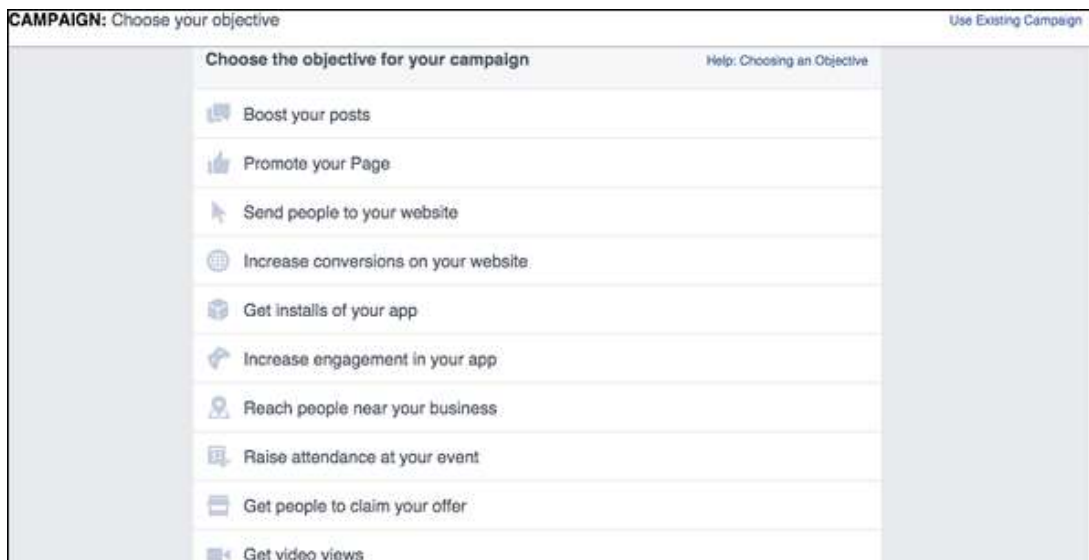
Fig 6.9 Facebook Page View

### Facebook Marketing - Ad Management-

To make another advert when you are on your Facebook page, click on the dropdown bolt alongside the warning flip and go down to "Make promotions". This will open up the promotion's supervisor toolbox.



The initial step will be to pick the target that you might want the promotion to perform. On the off chance that you need to utilize a campaign that you have finished beforehand, you can click “use existing campaign”, which is situated over the campaign objectives on the upper right half of the screen. This will offer you a chance to browse the rundown of your past campaign. You can alter/change them to be reused again to fill your next campaign need.



Once you have chosen the objective for your campaign, you can then begin to build the campaigns purpose. This is broken down differently depending on the type of campaign created, but each campaign will give the option to set the –

- Name of Ad
- Target demographic

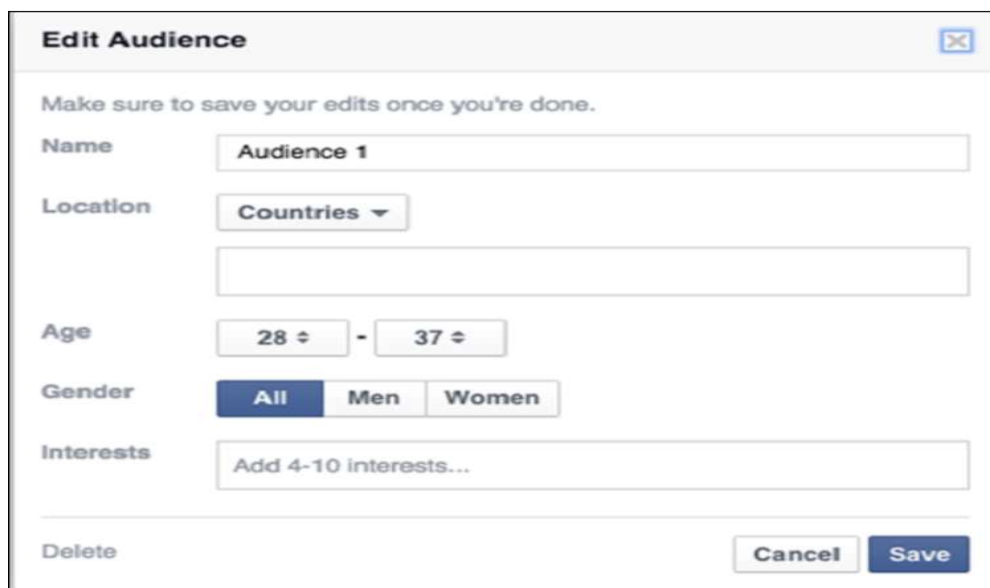
- Age
- Location
- Users’ interests
- Costing of advertisement

### Boost your posts-

Create the post that you would like to promote. Once you are happy with the post and it has been published, click the ‘boost post’ button. You can schedule posts for a future publish time and still organize a paid boost campaign for when the post becomes active.



Choose an audience that you have already created or select ‘create new audience’. If you choose to create a new audience, the following pop-up will be displayed. Here you can define who the post will be targeted at.



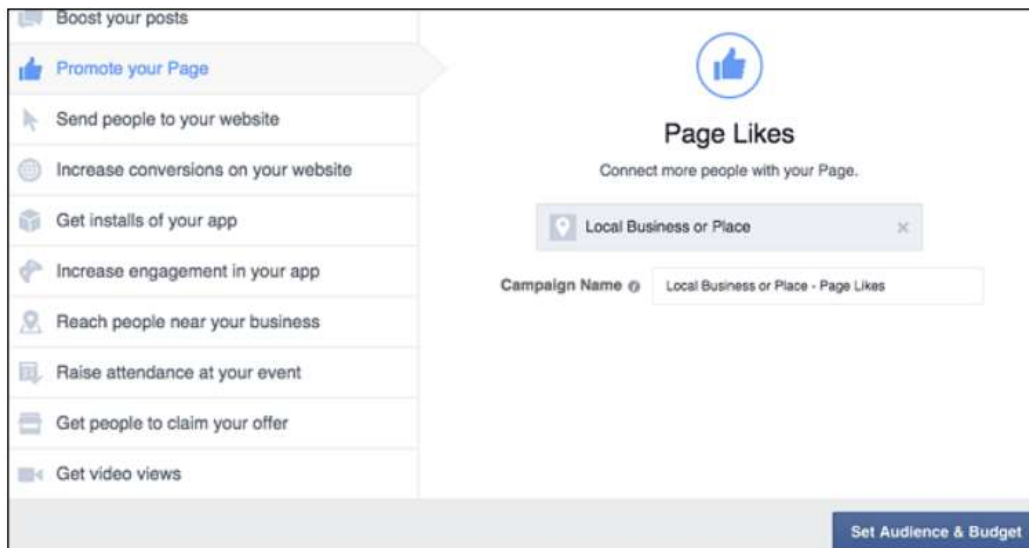
Choose budget and reach. You can optimize the boost to how much you want to spend and how long you would like it to run. Playing with these options will alter the reach of how many people will be estimated to see the post.

### Promote your page-

To advance your page, you should open up your Facebook Ads Manager Toolkit. In the toolbox, select the 'Advance your Page' alternative and the page you might want to advance. At that point, click 'Set Audience and Budget'.

The following is a stepwise procedure that we need to walk through to promote a page.

- Target a specific location.
- Set the age between 28-40 as we want to target the young, and the active business owners on social media.
- As the posts will all be in English, we have set English as the primary language of people. This sees to the promotion of page among native English speakers too.
- As the page is called “Local Business and Place”, we need to match the interests of small business owners and people interested in small business.
- We have also excluded the page boost to be shown to anyone that already likes the page, as we need not direct the campaign budget on people who have already joined.



### 3.6 FACEBOOK MARKETING TIPS

There are a wide range of approaches to pick up footing and get new fans on Facebook; the best crusades have consistently been the ones that have been the most innovative. The best guidance to be given when hoping to make an advertising methodology is to make a battle that is exceptional and stands apart from the rest and yet being succinct and to the point of your

image personality. Following are the various thoughts that can be actualized to become your Facebook page.

### **Offer a special deal just to Facebook fans-**

This is best in the event that you have an internet business site. You can make a coupon code that can be utilized on their next buy. This coupon code would be selective to individuals on your Facebook page. This is incredible, in light of the fact that the individuals who like your page are keen on your item; it might tempt the individuals who have not made the buy to do as such. Likewise, it has the advantage of being shared by individuals from your page to others page. These individuals, who may not think about you, as the individual sharing, accept the rebate would intrigue one of their companions, family, partners or themselves.

### **Ask your users a question-**

By asking your users a question, you can start a discussion on the post. People may also attach a friend of theirs to the conversation to get them involved.

### **Add multiple images to your Facebook Ads-**

At the point when you post an advertisement with numerous pictures, it makes a merry go round for clients to experience. You can truly be imaginative here and recount to a story in your promotions through pictures. This will connect with the individual taking a gander at the advertisement to look through every one of the pictures to get the total story. The last picture can contain a source of inspiration catch to drive clients to the page or your site.

### **Keep text under 20% on ad images-**

Facebook rules won't acknowledge a helped post if the picture incorporates over 20% content. Guarantee when you or your originator is making the picture knows about this, on the off chance that you intend to support the post as a paid advertisement.

### **Create a contest-**

Before, it was awkward to make a challenge and the clients going on it. The ongoing changes have made it simpler at this point. Making a challenge or giveaway is an incredible method to develop your crowd as should be obvious individuals to share and remark on the giveaway present for an opportunity on win. This expands commitment and the mutual post will give the open door for natural publicizing on others' page.

### **Utilize hashtags-**

Facebook has the choice to add hashtags to each post. This causes individuals to channel and discover related and pertinent substance. This gives you an edge to get perceived naturally. Despite the fact, hashtags have not become as well known on Facebook as they are on Instagram, regardless they do give a chance to acquire reach. When utilizing hashtags on

Facebook it is shrewd to confine them to a couple of well-characterized hashtags instead of splashing the post with numerous hashtags that individuals won't typically look.

### **Share fan created/suggested content-**

At times a fan will send you something intriguing. Instead of rejecting it, possibly examine joining it into one of your presents and giving credit on that fan. This shows your image is a network that your fans are so energetic about. You team up and work with your fans, as opposed to simply distributing or discharging data.

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## **3.7 POINTS TO REMEMBER**

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- Facebook is one of the best rising social networks worldwide.
- Facebook is founded on February 4, 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz and Chris Hughes in a Harvard dorm room.
- Facebook has rapidly become one of the biggest social networking sites in the world.
- Facebook has 1.56 billion daily active users.

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## **3.8 GLOSSARY**

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- **FRIEND** - Friends are people you connect and share with on Facebook. You can send as well as receive friend requests from other Facebook members.
- **GROUPS** - Facebook Groups make it easy to connect with specific sets of people, such as co-workers. They're dedicated spaces where you can share updates, photos, and documents as well as message other group members.
- **MESSAGES** - Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages from your Facebook Friends.
- **NEWS FEED** - Your News Feed is a constantly updating list of stories in the middle of your homepage. It includes status updates, photos, videos, links, App activities, and likes from the people, Pages, and Groups you're associated with.
- **NOTIFICATIONS** - Notifications are updates about activity on Facebook.
- **PROFILE** - Your Profile is your collection of photos, stories, and experiences that tell your story. It includes your Timeline, profile picture, biography, and personal information. It can be public or private, but is only for non-commercial use.
- **TAGGING** - A tag links a person, Page, or place to something you post, like a status update or photo.

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## **3.9 CHECK YOUR PROGRESS**

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### **Short Answer type Questions-**

- a) Write the brief history of Facebook.
- b) What is the difference between a Facebook business account and a Facebook personal account?
- c) What is the social impact of Facebook? How did it change the way you keep in touch with your friends?
- d) How to change privacy settings in Facebook?
- e) How do I create my own Facebook Page?

### Multiple type Questions-

- a) Which social media company has launched suicide prevention tools in India?
  - a) Facebook
  - b) Twitter
  - c) Google+
  - d) Instagram
- b) 32-year-old Mark Zuckerberg, founder of FB has topped which list?
  - a) America's Richest Entrepreneurs
  - b) Forbes 10 Wealthiest Businessmen
  - c) America's Richest Entrepreneurs under 40 years
  - d) None of the above
- c) Social networking major Facebook has decided to shut its news reading app. What is it called?
  - a) Paper
  - b) Read
  - c) News
  - d) None of the Above
- d) Who is the new FB India MD?
  - a) Umang Singh
  - b) Umang Bedi
  - c) Kirthiga Reddy
  - d) None of the above
- e) Facebook has created new emojis for expressing emotions called \_\_\_\_\_.
  - a) Emotions
  - b) Reactions
  - c) Interactions
  - d) Feelings

### Terminal end Questions-

- a) How to make a Facebook account? Explain.
- b) How to friend and unfriend someone on Facebook?
- c) How to create, edit, and delete a post or comment on Facebook?
- d) How to deactivate a Facebook account?
- e) How to change my Facebook password?

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- <https://www.esasd.net/cms/lib/PA01001915/Centricity/Domain/991/Facebook%20Basics%202014%202015.pdf>
- <http://wilegion10thdistrict.org/Facebook%20Tutorial.pdf>
- <https://www.facebook.com/business/learn>
- <https://developers.facebook.com/products#business-tools>

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### ***3.11 SUGGESTED READINGS***

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- <https://developers.facebook.com/products>
- <https://developers.facebook.com/docs/facebook-login/>
- [https://www.tutorialspoint.com/facebook\\_marketing/index.html](https://www.tutorialspoint.com/facebook_marketing/index.html)

## UNIT- 4

### FACEBOOK- TOOLS AND ACTIVITIES- II

4.1	INTRODUCTION
4.2	OBJECTIVES
4.3	FACEBOOK & BUSINESS: AN OVERVIEW
4.4	FACEBOOK BUSINESS MANAGER
4.5	FACEBOOK ADs MANAGER
4.6	FACEBOOK SHOP
4.7	POINTS TO REMEMBER
4.8	GLOSSARY
4.9	CHECK YOUR PROGRESS
4.10	BIBLIOGRAPHY/ REFERENCES
4.11	SUGGESTED READINGS

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#### ***4.1 INTRODUCTION***

We have already discussed Facebook in previous chapters. And, we already came to know that it is one of the main social media platforms used by millions of peoples. It is not only used for sharing social content and getting in touch with friends but also used to publicize business to large extent. In this unit, we will focus much on advanced topics of Facebook usage. There are many businesses, start-ups, and established, connect with people on Facebook. Several tools and activities on Facebook are developed to help the business to meet their specific goals. Business Manager tools are one of the main features that are very helpful for the business to advertise themselves. We will discuss such tools and features in detail in this unit.

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#### ***4.2 OBJECTIVES***

After the successful completion of this unit, you will be able to-

- Understand the role of Facebook in business.
- Know about advanced tools Facebook.
- Know the details of Advertising on Facebook.
- Best practices of using Facebook.

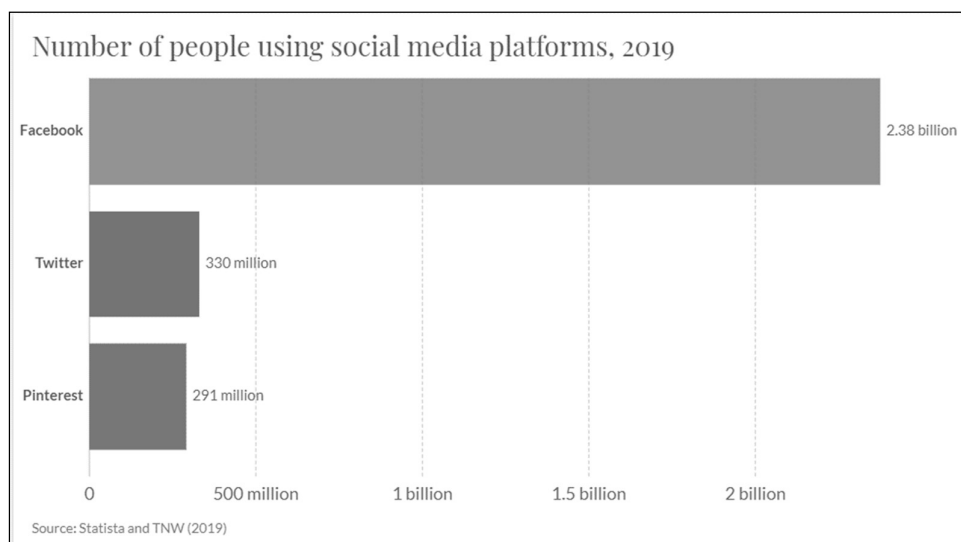
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### 4.3 **FACEBOOK & BUSINESS: AN OVERVIEW**

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Recently, organizations from various portions have been investigating web-based media for different purposes, including for showcasing. That includes creating and sharing substance via online media stages to advance a help or item, imagining to accomplish marketing objectives. Social media has changed the world. The fast and tremendous reception of these advancements is changing how we discover accomplices, how we access data from the news, and how we sort out to request the political change.

Facebook shares the largest social media platform with almost 2.4 billion users. Therefore, it is obvious that businesses are targeting social media for their advertisement. As they know that most of their target audience is on Facebook.



There is much research going on suggesting the taste, opinion, and behavior of customers on social media. Users of social media platforms like Facebook can see and react to business content on their profiles. All organizations continually search for better approaches to expand advertising incomes and broaden their momentum client base. Facebook gives numerous situations, focusing on, and arranging alternatives that permit sponsors to explore different avenues regarding many setting varieties without a moment's delay. There are about 7 million reported advertisers on Facebook per month.

Many facilities (tools and activities) are available on Facebook that is used to facilitates business and customer interaction efficiently. In the below section, we will able to see and work on these tools and features.

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### 4.4 **FACEBOOK BUSINESS MANAGER**

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Facebook Business Manager is an all-inclusive resource where you can deal with the whole of your showcasing and publicizing action on Facebook. Worked for organizations, all things considered, permits you to make advertisements, deal with numerous resources, for example,

Facebook Pages and Instagram profiles, and effectively share admittance to these resources across your group and with outside accomplices.

### Why we use Business Manager (Facebook)?

Business Manager is useful to those who advertise on Facebook and shares multiple pages and advertisement accounts with other people –

- It provides a secure means to manage pages and accounts.
- The manager will get access to the views and work of other people associated with the business account.
- Businesses get separated from a personal Facebook profile.

### Creating a Business Manager Account –

Business Manager Account will assist you with taking care of and sort out your business. There is a need for a Facebook account to create a Business Manager account.

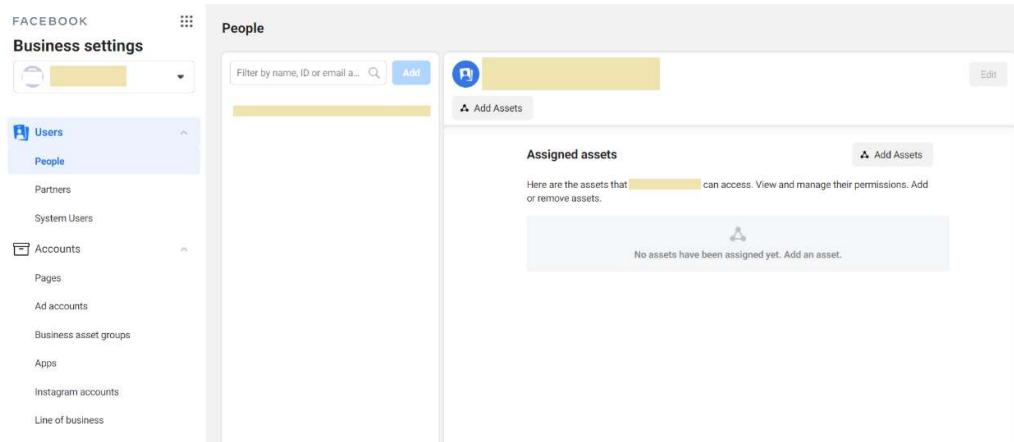
To create a Business Manager Account-

1. Go to [business.facebook.com/overview](https://business.facebook.com/overview).



2. Click Create account.
3. Enter a name for your business, your name, and work email address and click Next.

4. Enter your business details and click Submit.



Business Manager Dashboard

**Add People to Your Business Manager –**

To give people access to your business:

1. Go to Business Settings.
2. Click **People**.
3. Click + **Add**.
4. Enter the work email address of the person you want to add.
5. Assign the role (Employee or Admin Access)
  - a) Read the description for each role.

### Invite People

---

Ask people to join your business by entering their email address, their access and which accounts and tools they can use.

**Enter Email Addresses** ⓘ

example@example.com, example@example.com

**Assign Business Role**

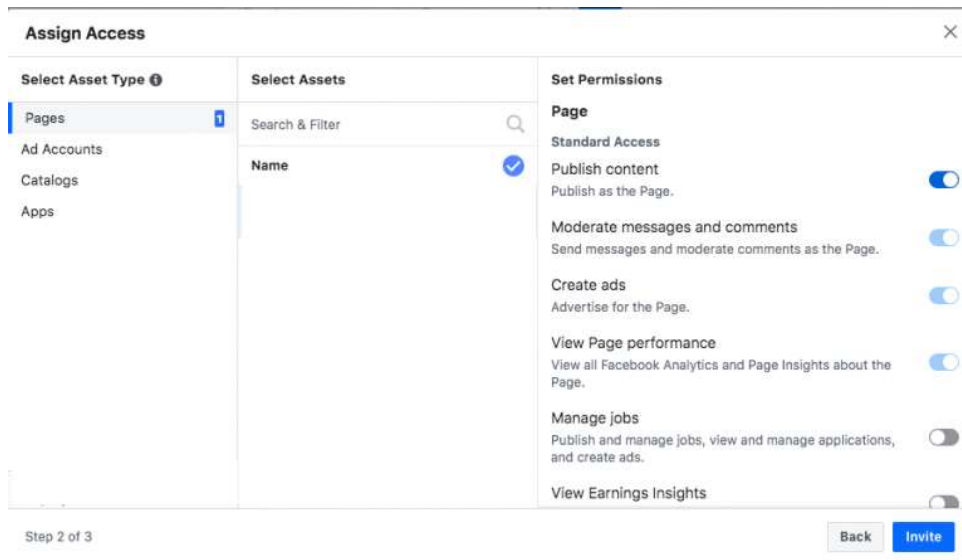
**Employee access**

We recommend adding people as employees. They can only work on assigned accounts and tools.

**Admin access**

Admins have full control over your business. They can edit settings, people, accounts and tools.

6. Click **Next**.
7. Choose a type of asset in the first column, then select the individual assets you want to add this person to in the second column. In the third column, toggle on each task you'd like to grant them. Or, toggle on admin access to allow them to manage the asset and perform all available tasks. You can add people to multiple assets on this screen by repeating this step.



8. Click **Invite**.

### **Assign Access to the business team –**

This is the most important feature of the Business Manager. Through this feature, you can assign different permission access to the people who work for your business. This gives you better control over your asset and information.

Two layers of permissions exist in Business Manager –

- 1) Permissions are specific to Business Manager-
  - [a] Business admins- Business administrators can handle all parts of the Business Manager, including adding or eliminating individuals from the worker list and altering or erasing the business.
  - [b] Business employees- Business workers can see all data in the business settings and can be allotted jobs by business administrators, yet can't roll out any improvements.
- 2) Permissions across Pages and Assets-

[a] Pages- Pages are resources constrained by the business they speak to. Pages must be asserted by one Business Manager; however, they can have numerous accomplices or individual records that entrance, post, and purchase advertisements.

[b] Ad Account- Ad accounts permit organizations to buy publicizing on associated Pages or applications. Advertisement records should be possessed by the Business Manager of the gathering overseeing solicitations. In any case, promotion records can be imparted to any business so they can run advertisements or perform investigations for your business.

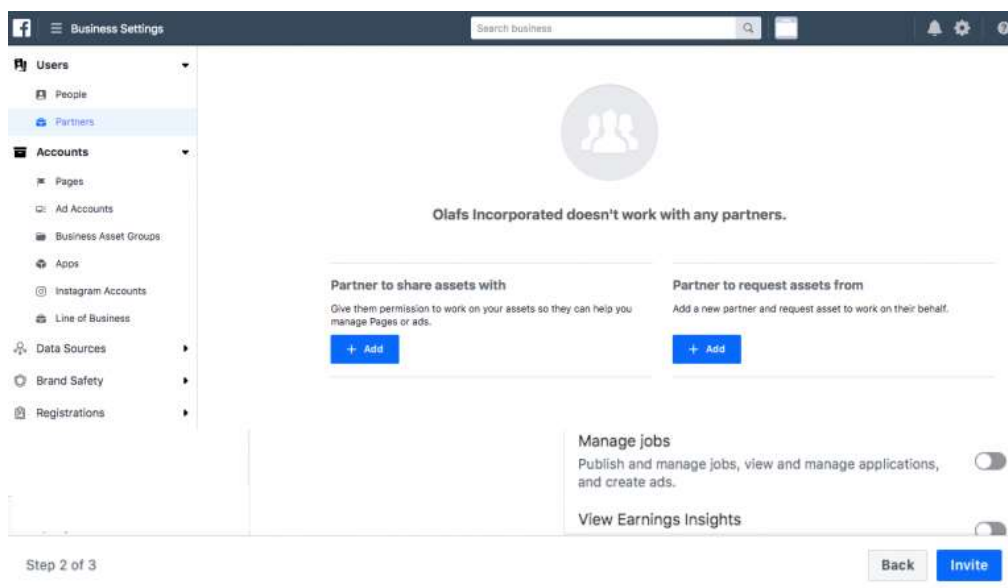
[c] Apps- Applications can be guaranteed and claimed inside Business Manager and imparted to Business Manager accomplices who can deal with the application settings.

[ d] Pixels- Every Business Manager can make up to five pixels, which can be imparted to Business Manager accomplices. If another person is dealing with your advertisements for you, you can appoint them association to the pixel by choosing "Assign partner" and entering their business ID.

[e] Audience- Shared Audience permits others to get to the crowds you've made for your advertisements. You can mass divide Custom and Lookalike Audiences among advertisement accounts as well as media organizations if both the sharer and beneficiary are attached to a Business Manager.

### Get your Business partners or Ad Agency in Business Manager Account-

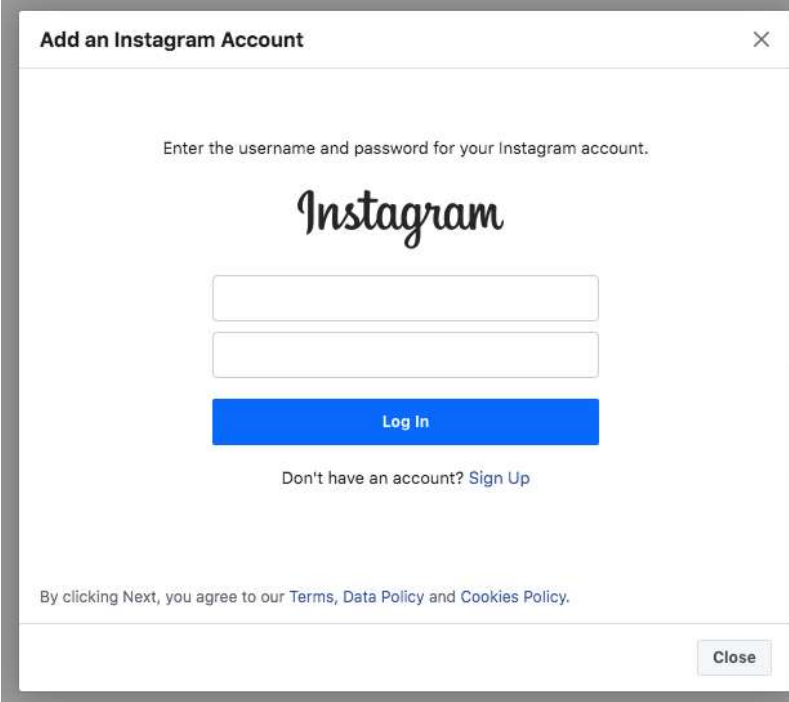
- 1) From the dashboard, click Business Settings at the top right.
- 2) In the left menu, click **Partners**. Under Partner, click **Add** to share assets.



- 3) Your partner needs to have an existing Business Manager ID. Get it from them. Enter the ID and click **Add**.

#### **Adding Instagram Account to Business Manager Account –**

- 1) From your dashboard, click **Business Settings** at the top right.
- 2) In the left column, click **Instagram Accounts**, then click **Add**. In the pop-up box, enter your Instagram login information and click **Log In**.



**Add an Instagram Account** [X]

Enter the username and password for your Instagram account.

**Instagram**

[Username Input Field]

[Password Input Field]

**Log In**

Don't have an account? [Sign Up](#)

By clicking Next, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#).

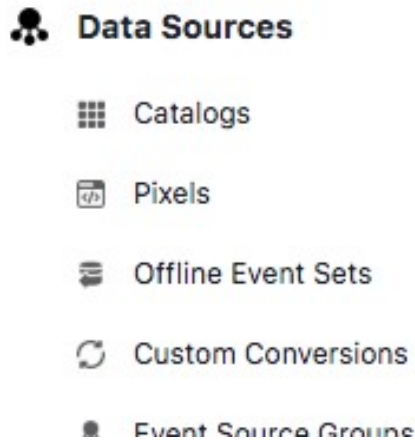
**Close**

#### **Setting up Facebook Pixel –**

Facebook generates a small code for you known as Facebook Pixel. This code has to be placed on your website, and it gives you admittance to data that will permit you to follow changes, advance Facebook promotions, fabricate focused on crowds for your advertisements, and remarket to leads. You can create up to 10 pixels with your Business Manager

- 1) From your Business Manager dashboard, click **Business Settings**.
- 2) In the left column, expand the **Data Sources** menu and click **Pixels**, then click **Add**.

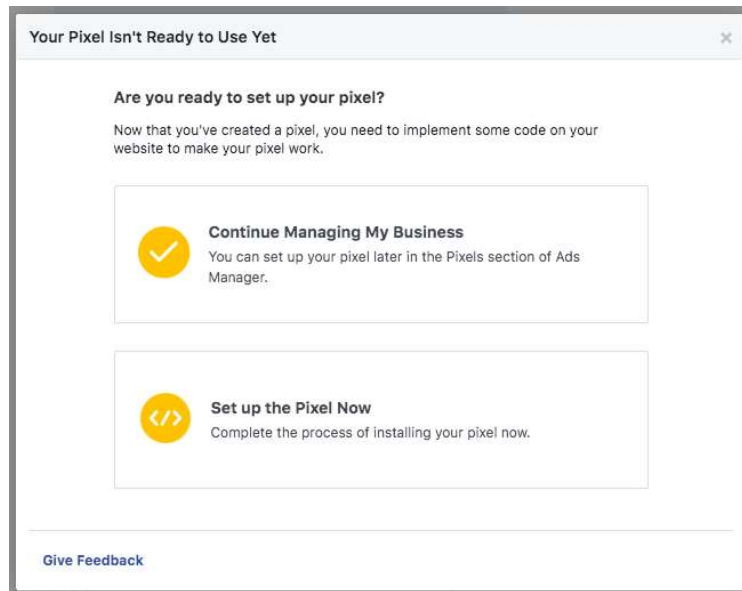




- 3) Give a name (up to 50 characters) to your pixel.
- 4) Enter your website URL, so Facebook can provide the recommendations for how to set up your pixel, then click Continue.

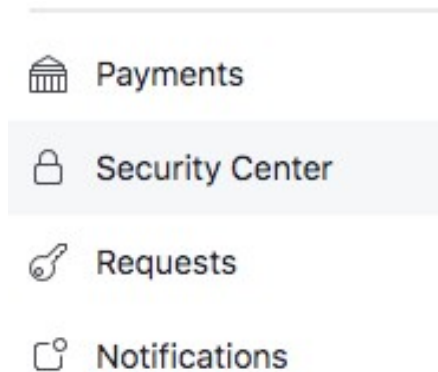
A screenshot of a dialog box titled 'Connect Website Activity Using Pixel'. The dialog has a close button in the top right corner. In the center, there is a blue circle with a white code symbol '</>' and yellow rays emanating from it. Below this is the heading 'Track Website Conversions Using Pixel'. Underneath, there is a paragraph of text: 'Add the pixel code to your website to run conversion campaigns, build advanced reporting and custom retargeting. The pixel is a snippet of code that securely receives information from a website. Learn More'. There are two input fields: the first is labeled 'Pixel Name' with a green character count '38' to its right; the second is labeled 'Check your website for easy set up options'. At the bottom, there is a line of text: 'By clicking Continue I agree to the Facebook Business Tools Terms.' followed by a 'Give Feedback' link and a blue 'Continue' button.

- 5) Click **Set up the Pixel Now**



### Business Manager Account Security –

- 1) From the Business Manager dashboard, click **Business Settings**.
- 2) In the left menu, click **Security Center**.



- 3) Set up two-factor authentication. Setting it as **Required for Everyone** offers the highest security.

## ✓ **Two-factor authentication** • Required for evi

Requires others to log in with their phone as well as a password.

Required for everyone ▼

### Manage Your Personal Settings

Text Message (SMS) to [REDACTED]

Use your phone as an extra layer of security to keep other people from accessing your account.

[Edit Settings](#)

### Code Generator

Generate a special login code to authenticate your login on a phone you haven't used before.

[Edit Settings](#)

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## 4.5 **FACEBOOK ADS MANAGER**

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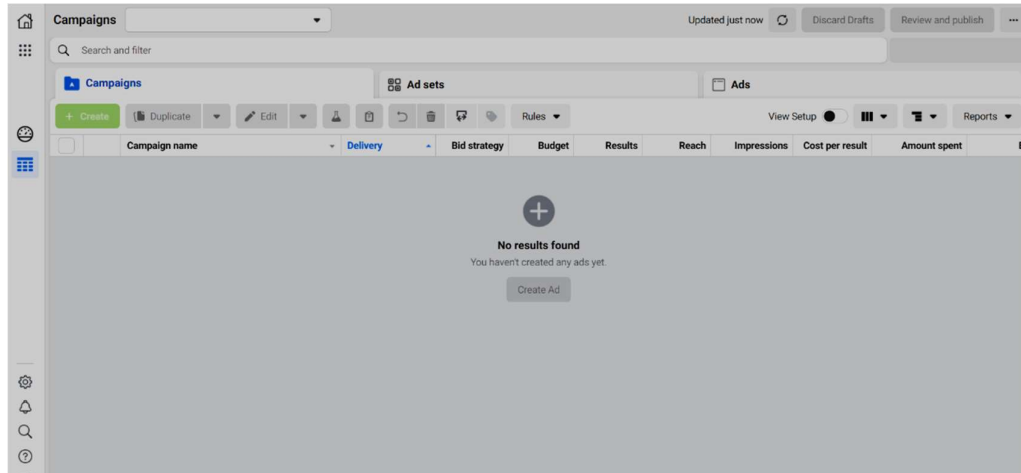
Ads Manager is a tool on Facebook that is used to create and manage Advertisements on Facebook. You can also check the various result of your Ad campaigns using Ads Manager.

### Features of Ads Manager -

- **Create Ad Campaign-** Ad Creation feature can be used to create various ads for your business. While creating an Ad Campaign, the facility of choosing a marketing objective, target audience, and target places.
- **Manage Multiple Ads-** In Ads Manager, you can alter settings – for example, audience, a spending plan, and situations – across numerous advertisements and make duplicates of your promotions by copying them
- **Check Ads Result-** View up-to-date information on the exhibition of your advertisements and timetable reports. You can see results at the record level to significant level perspective on how the entirety of your missions are getting along, apply breakdowns to see the measurements you care about and make or timetable advertisement reports.

### Creating Ads in Ads Manager –

Facebook Ads Manager is a bound together advertisement creation instrument that you can use to make and distribute promotions to Facebook, Instagram, Messenger, and Audience Network.



To create Ad, follow the steps –

- Create your campaign - From the Ads Manager, select **Create** to open the **Create a campaign** window. Now select the basic settings for your new campaign, ad set, and ad. You can also use existing campaigns, ad sets, or ads to create new ones.
- More settings - Select **Continue** to move on to the editing pane. In the editing pane, select a campaign objective, audience, placement, and ad format.
- Publish or save as draft: When you're ready, select **Publish** or **Close** to save your draft.

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## 4.6 FACEBOOK SHOP

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Shops are a simple path for you to make a computerized retail store across our group of applications. Your shop enables you to rouse your clients and help them discover the items that are ideal for them. Shops are easy to set up, consistent to utilize, load quicker contrasted with a versatile site, and are worldwide in scale.

### For Whom and How Facebook Shop Works -

- 1) Vendors who recently had an Instagram profile shop and additionally Facebook Page shop will be incited to change over to shops. Before setting up your shop, you will see an email or notification that you would now be able to utilize Facebook Shops. Organizations with a connected Facebook Page shop and Instagram profile might be qualified to have a shared customer across both Instagram and Facebook.
- 2) New vendors can make a shop in Commerce Manager. You can create a shop in Commerce Manager if you've not created an Instagram profile shop and/or Facebook Page shop,
- 3) You can make the collection to customize your shop and get more clients. You have to use the Commerce Manager to modify your shop and to make, organize, and redo your

collection. Every collection will have a name, portrayal, cover media, and incorporate at any rate at least two items. You can coordinate items into the collection with a collection of topics that can help your clients discover items that are ideal for them.

- 4) Shops show your image and items in a local versatile encounter. After Publishing, clients will have the option to check and use it through the Facebook or Instagram application on Apple or Android gadgets.
- 5) Shops give a bound together presence on Facebook and Instagram. Shop customization highlights are brought together across the group of applications. This implies that if you have a shop that is available from both your Instagram profile and your Facebook Page.

### Setting up Facebook Shop

Before starting shop on Facebook, you must-

- Have Business Manager admin
- Own your Facebook Page and catalogue in the same Business Manager
- Have Manage Page permissions for the Page and Manage catalogue permissions for the catalogue in Business Manager

Now for creating Shop follow the following steps

- Go to **Create your shop** page.
- select **Create a shop** and click **Get Started**.
- In the **Assets** section click + **Create** a shop.
- Set up your shop section, select Your website. Click Get Started.
- Select the business you'd like to add to your shop and Click **Next**.
- In the Account Details section, provide an account name and select a business account. Click Next.
- Select where you'd like to create your shop. If you have an Instagram business profile and a Facebook Page, you can select both.
- In the Catalogue section, select an existing catalogue or create a new one and click Next. You can only select one catalogue to use for your shop and you can't switch it later.
- Look over your shop details, review and agree to the Seller Performance and Accountability Policies, and click Create your shop.

### Creation of your Shop is completed. Now you can:

- **Create a collection** - You can create collections of 6 to 30 products.
- **Customize your shop** – You can your collection and customize the look and feel of your shop.

- **Publish your shop** - People can see your shop within 24 hours.

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#### **4.7 POINTS TO REMEMBER**

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- There are many businesses, start-ups, and established, connect with people on Facebook.
- Facebook shares the largest social media platform with almost 2.4 billion users.
- There are about 7 million reported advertisers on Facebook per month.
- Business Manager tools are one of the main features that are very helpful for the business to advertise themselves.
- Facebook Business Manager is an all-inclusive resource where you can deal with the whole of your showcasing and publicizing action on Facebook.
- Business Manager Account will assist you with taking care of and sort out your business.
- Facebook generates a small code for you known as Facebook Pixel.
- Facebook Shops are a simple path for you to make a computerized retail store across our group of applications.

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#### **4.8 GLOSSARY**

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- **Ad account** - Grouping of all your specific ads activity. Your ad account includes different campaigns, ads, and billing information.
- **Campaign ID** - The unique ID number of the advertising campaign that you're viewing in reporting. Your campaign contains ad sets and ads.
- **Account Settings** - These settings are used to manage basic account preferences. Here you can edit your name or email, change your notification preferences, turn on extra security features, and more.
- **Notifications** - Notifications are updates about activity on Facebook.
- **Page** - Facebook Pages help businesses, organizations, and brands share their stories and connect with people
- **Page Admin** - When you create a Page, you automatically become the Page's admin, which means only you can change how the Page looks and post as the Page.
- **Page Views** - Page views are the total number of times your Facebook Page was viewed during the period you select.

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#### **4.9 CHECK YOUR PROGRESS**

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##### **Descriptive Type Questions-**

- a) Why Facebook is now popular among businesses?
- b) What is Facebook business Manager? Explain in detail
- c) List the major benefits of Advertising business on Facebook.

- d) What is a Facebook shop? How can we set up a shop on Facebook?
- e) What is Facebook Pixel? How can we use pixels on our website?
- f) List the name of different business tools used in Facebook.

### Objective Type Questions-

- a) We can use Facebook Shops on Instagram. (True/False)
- b) You can create a collection of 100 to 1000 products at a time in Facebook shops. (True/False)
- c) There are about 7 million reported advertisers on Facebook per month. (True/False)
- d) Facebook generates a small image for you as Facebook Pixel. (True/False)
- e) It takes about 3 days to publish your shop on Facebook, so that people can see it. (True/False)
- f) ..... are the updates about activity on Facebook.
- g) ..... is the unique ID number of the advertising campaign that you're viewing in reporting?

### Answer (Objective Type Question)-

- [a] True      [b] False      [c] True      [d] False  
 [e] False      [f] Notifications      [g] Campaign ID

---

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- <https://developers.facebook.com/products#business-tools>

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## 4.11 SUGGESTED READINGS

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- <https://developers.facebook.com/products>
- <https://www.facebook.com/business/help/>
- <https://developers.facebook.com/docs/facebook-login/>
- [https://www.tutorialspoint.com/facebook\\_marketing/index.htm](https://www.tutorialspoint.com/facebook_marketing/index.htm).

## UNIT- 5

### TWITTER- TOOLS AND ACTIVITIES- I

5.1	INTRODUCTION
5.2	OBJECTIVES
5.3	BRIEF HISTORY OF TWITTER
5.4	GETTING INTO TWITTER
5.5	TWITTER FOR BUSINESS
5.6	POINTS TO REMEMBER
5.7	GLOSSARY
5.8	CHECK YOUR PROGRESS
5.9	BIBLIOGRAPHY/ REFERENCES
5.10	SUGGESTED READINGS

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#### **5.1 INTRODUCTION**

Twitter is a platform where users share their thoughts, news and all types of information under 140 characters of text. The platform creates a low-cost way to communicate with everyone and reach more people worldwide. Users follow each other to stay updated or to talk to specific people or groups.

Twitter is a highly public domain where everyone can see your post, as long as you don't protect your tweet. It is not like Facebook where you can hide your posts and photos from other people and restrict the viewing of only certain users. Twitter aims to share information with the public, so if you are a very private person don't want to lie to strangers, maybe a public forum is not for you. Otherwise, you can protect your account, which defeats the very purpose of Twitter in the first place.

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#### **5.2 OBJECTIVES**

After successful completion of this unit, you will be able to-

- Know about Twitter
- Able to create your Twitter profile
- Know about various features & tools of Twitter



- Know about various activities used in Twitter

### 5.3 BRIEF HISTORY OF TWITTER

Since its debut in 2006, Twitter has quickly become one of the most popular social media networks. Twitter is an invention of programmers Jack Dorsey, Evan Williams and Biz Stone looking for a way to send text to their mobile phones and a way to re-establish a moribund company at podcasting company Odeo Inc. in San Francisco. On March 21, 2006, Jack sent the first tweet: "Just setting your twittr." and thus a communication revolution was born, brevity and a renowned for poor spelling. In the tweet 38, Dom Sagulla wrote; type the words of these presentations: "Oh, this is addictive."

Twitter was a name shared by Flickr, a photo-sharing service. Other names considered: Friendstalker and Dodgeball. Twitter's definition of the dictionary is "a brief description of indiscriminate information." Today there are approximately 200 million users worldwide. Around 460,000 new Twitter accounts are opened every day. More than 140 million tweets are sent daily and one billion on weekly basis. In 2008, Twitter had eight employees; today it is over 400 and ever growing.

### 5.4 GETTING INTO TWITTER

To start to set up a Twitter account first, go to [www.twitter.com](http://www.twitter.com) to get started. It will give you the option to log in, or sign up. Being that you're a first-time user, you'll need to sign up.

#### [1] Create your account

To create your account, you'll need to provide your name and either a phone number or email address. You can do this either on your desktop or through the Twitter mobile app.

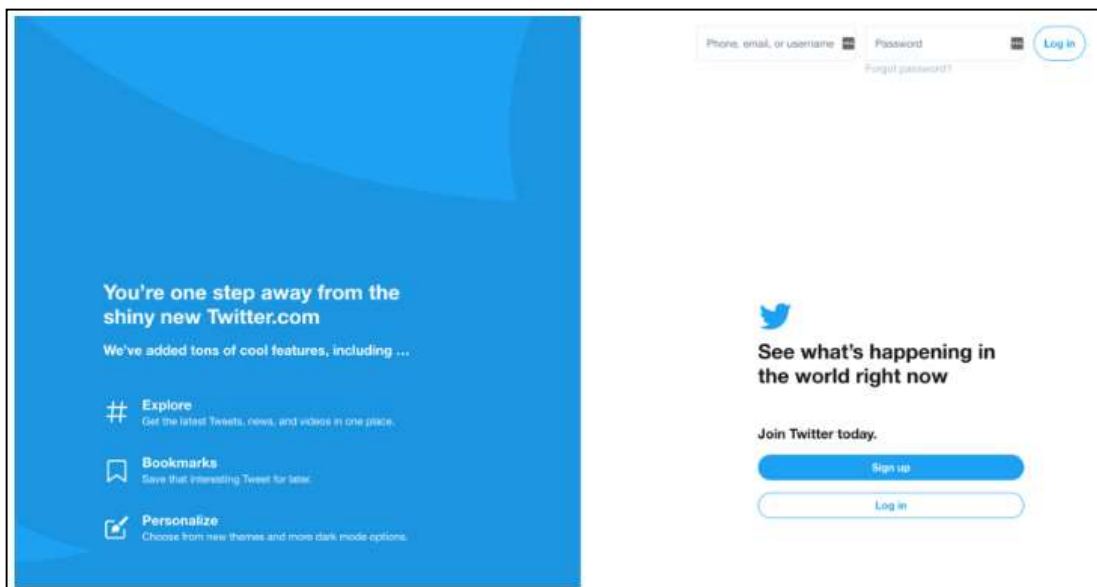


Fig. 7.1 Twitter Account Creation (Startup) Page

#### [2] Choose a strong password

Next, create a strong password that will protect your account from harm. With the rise of Internet hacks, practicing secure password etiquette is now more important than ever. If you get stuck on this part, you can see our guide on how to create a strong password.

### [3] Sync Twitter with your phone number

If you have not already given your phone number to Twitter, you will be prompted to do so. Twitter uses your phone number sparingly (usually you should require two-step verification after being locked out of your account). This step is optional, but extremely useful if you ever encounter a problem. If you choose to give your phone number to Twitter, it can call or text you to verify it, giving you a code to enter on the next page to prove that you are the person you have told them.

### [4] Select which accounts you want to follow

Twitter does not want you to start with an empty newsfeed, so the next page will take you to a list of interests to choose from. You can click on various sports, music, entertainment, or news topics that interest you.

Fig. 7.2 Twitter Account Creation (Sign Up) Page

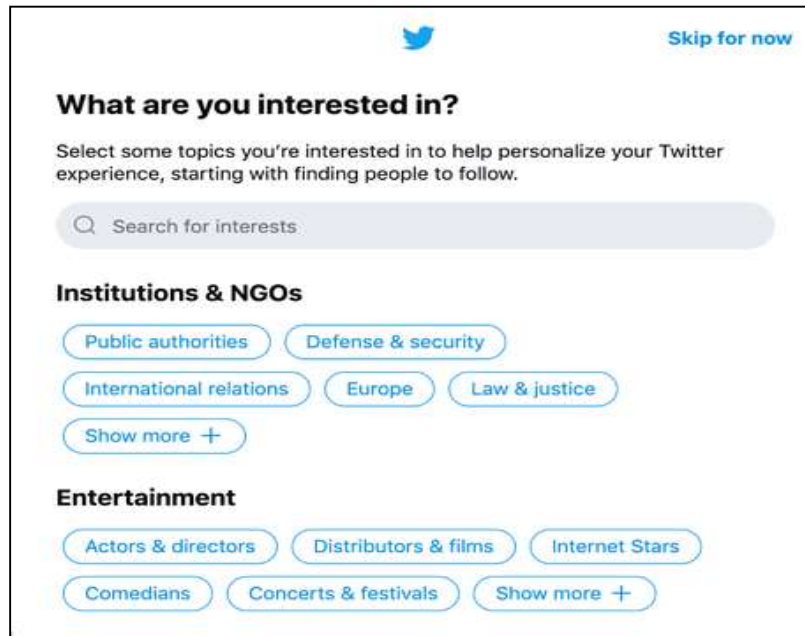


Fig. 7.3 Creating a twitter account

This will help Twitter to follow some suggestions from people, to join the list, etc. You can also choose to connect your Twitter to your Facebook account and it automatically follows any of your Facebook friends who are on Twitter.

### [5] Create your Twitter username

Twitter users are located via their username. You have to create one by clicking on the profile icon in the top right corner of your screen and selecting "Settings and Privacy". There, you can go to the account section and choose a new username. Think of a username that is like your screen name.

Some people - namely verified celebrities, politicians, authors - will only use their name as their username. Others will have the opportunity to think of something fun and creative. Your real name will also appear on your profile, so people have an identifier if they are confused as to why @anyUser has followed their account.

### Getting started on Twitter-

By now, your profile is set up, your header is the right size for optimal display, and you have a username that is both fun and informative. Now, it's time for the real fun and the reason people come to this site: tweeting.

#### [1] How to tweet?

There are two easy ways to send tweets after logging into the platform. The first is to click the Tweet button on the left-hand sidebar and then write your tweet. The other is typing your tweet in the box at the top of your newsfeed and then pressing the tweet button at the bottom.

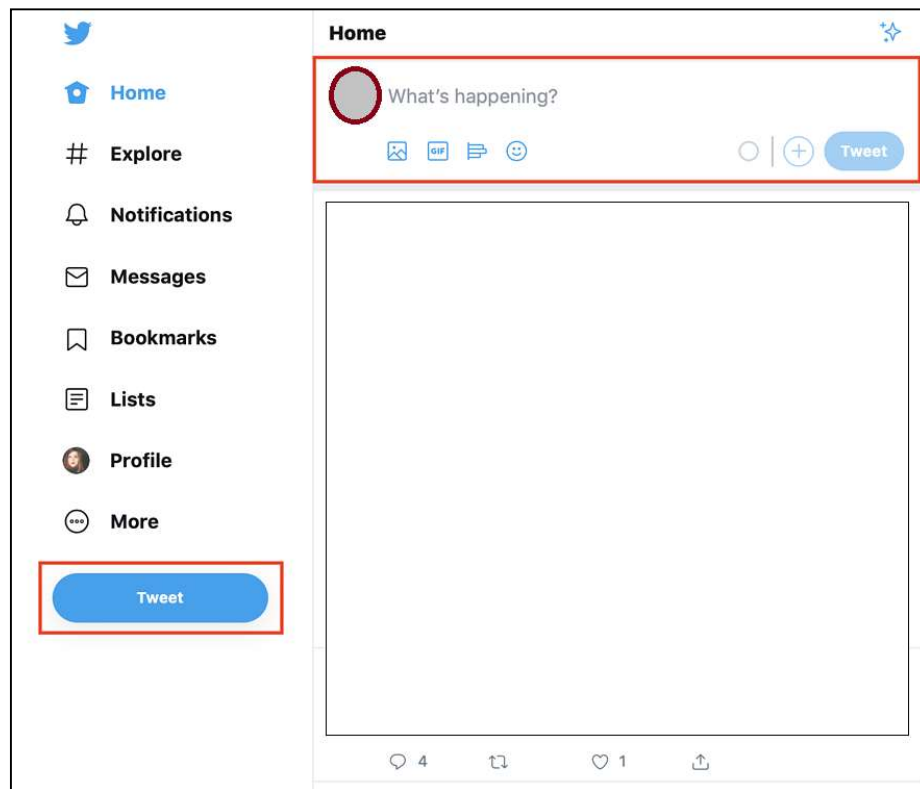


Fig. 7.4 Tweeting in a twitter

## [2] Following and unfollowing others

Following people is not only a great way to develop your own network, but also how you develop an interesting newsfeed. As soon as you log in for the first time, you will not get any fun being online alone. Lucky for you, it is easy to follow others. If you're on the desktop, go to other users' profiles and look for the follow button just below their header.

## [3] How to follow someone on Twitter?

If you want to follow them, click follow. Once you do, the button will change from the follow. If you ever find it difficult to remember that you have followed someone, you can visit their profile. This will always tell you the status of your Twitter relationship. It will even be asked if they follow you, which can cause trouble in some friend groups.

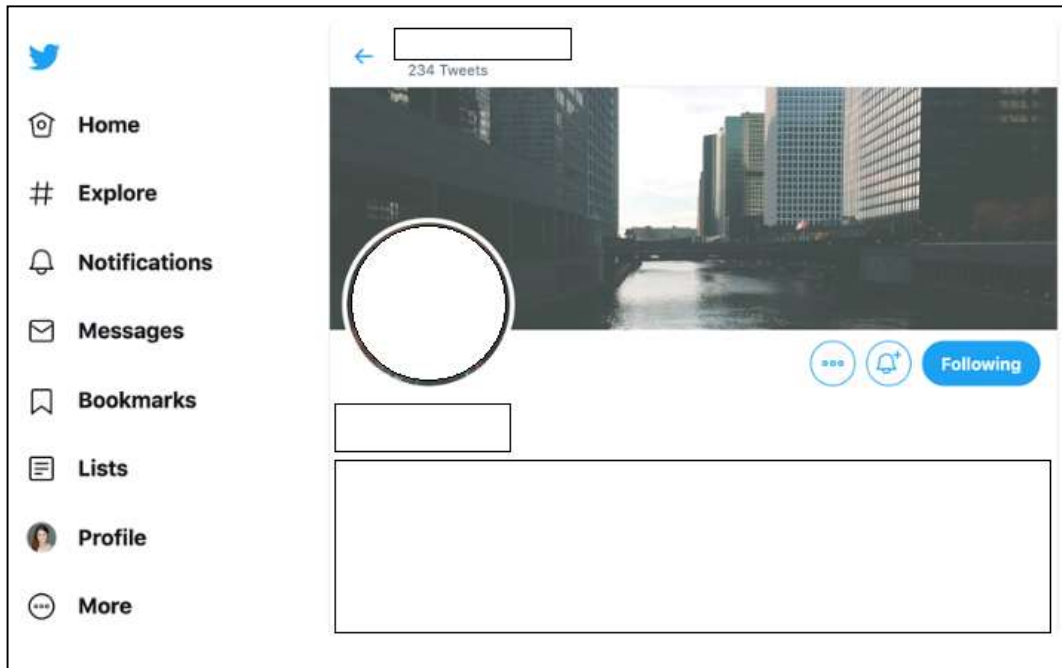


Fig. 7.5 Following in a twitter

#### [4] How to unfollow someone on Twitter?

If you want to unfollow someone, you can do it at the same place. Hover over the follow / follow button until it unfollows, then click on it.

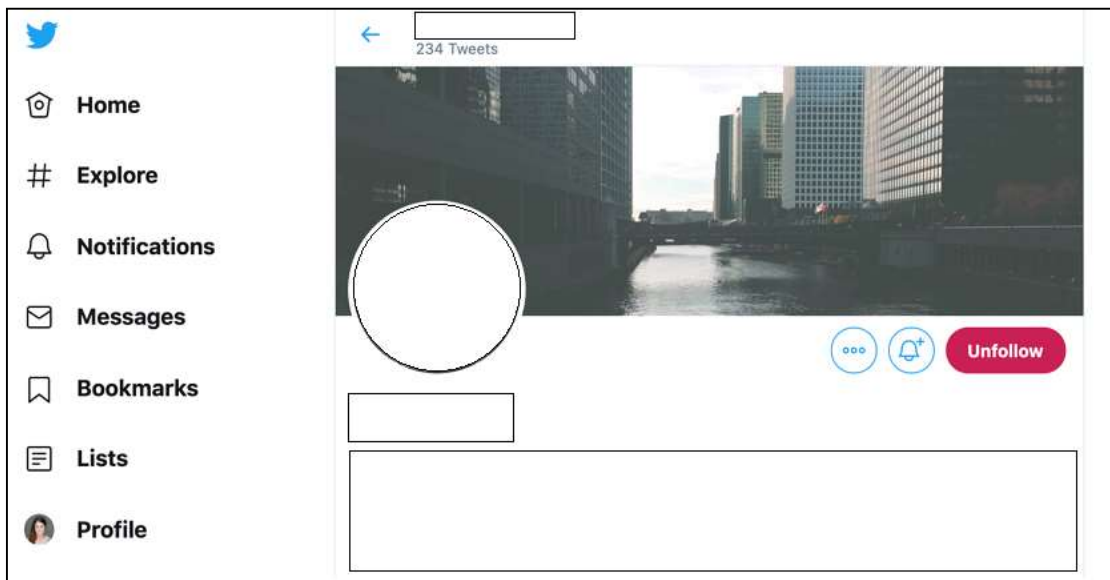


Fig. 7.6 Unfollowing in a twitter

It will not send them a notification, but it will make your post disappear from your newsfeed. If their profile is private, you will no longer be able to visit their page.

#### [5] Muting and blocking people on Twitter

Sometimes unfollowing someone is not enough; you don't want to interact with them at all or see your tweets in your feed. If this is the case then muting and blocking is right for you.

**[6] How to mute someone on Twitter?**

If you don't want to see someone's tweets, but you're still interested in seeing their profile, you have the option to mute people. Muting is a gift.

**[7] How to unmute someone on Twitter**

Scroll down, where it is said, "Unmute @username." If you're ever wondering how to undo something on Twitter, chances are the process parallels how you did that thing in the first place.

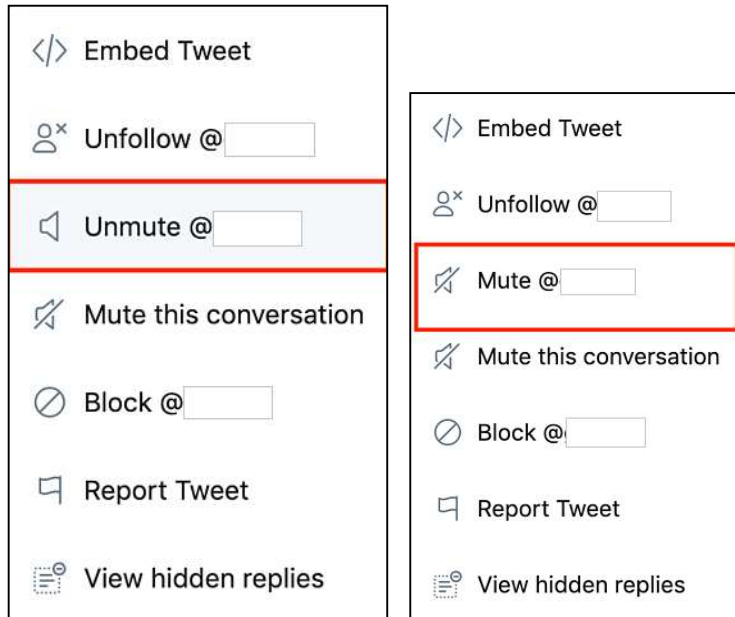


Fig. 7.7 Mute and Unmute tweets

**Navigating the different parts of Twitter-**

Now that you know how to create an account and interact with other users, it's time to tweet! For more information on how to tweet, how to use Twitter lists, see the following section!

**[1] Tweets**

Once a user posts, or tweets it, it appears in their followers feed. Until your profile is public, only your followers can see your tweets. Asking someone to be able to see your content in their newsfeed and view their profile.

This does not mean that they will always follow you back, although they usually inform about your following. You must see what they posted before approving personal profiles.

**[2] Twitter Newsfeed**

Your newsfeed is a never-ending feed of tweets in chronological order. The feed will include tweets from people you follow, as well as anything they retweet. The more people you follow, the more diverse and, of course, interesting your newsfeed will become. Following more people reduces the chances of seeing the same tweets every time you log in.

If a tweet from someone you've never heard of the show in your feed, it's likely because someone you retweet or share what the person said. Friends with a private profile cannot be retweeted, as they have chosen for their content to remain private.

**[3] Twitter Threads**

The thread is another piece of Twitter terminology. It refers to a string of tweets by a person related to the same topic. The plus sign at the bottom right allows you to add another tweet to your previous tweet, creating a thread entirely before posting an original tweet.

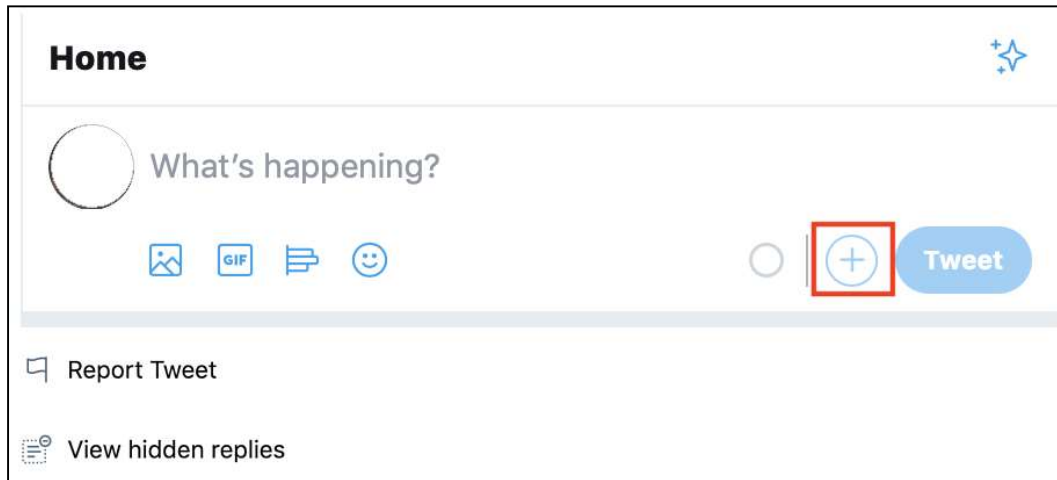


Fig. 7.8 Twitter Threads

The original poster creates a thread by continually replying to their previous tweet. Threads are one way to communicate longer thoughts or conversations despite Twitter's character limit.

#### [4] Twitter trending

In addition to your newsfeed, Twitter provides it with page exploration, or trending. When many people tweet or hashtag about the same topic, that topic then becomes a trending topic.

For famous events such as the Oscars or the Super Bowl, Twitter will have an official tag that people can use. Others can then click on the hashtag and see what everyone is saying about the same topic.

#### [5] #Hashtags

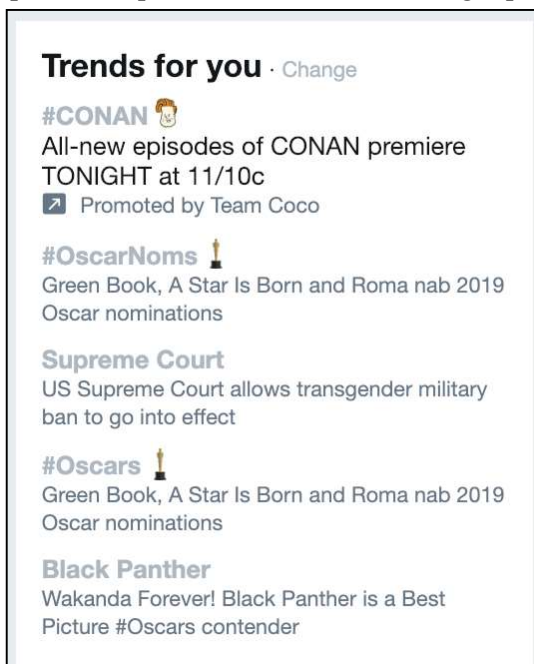
A hashtag is any word or phrase with a "#" symbol in front of it. In short, a hashtag is a way to quickly inform others what your post is about. The hashtag also shows Twitter how to categorize your content. Hashtags can help content and tweets go viral with trending hashtags.

#### [6] Direct Message (DM)

If you prefer to contact someone in private, a direct message (DM for short) is your answer. You can craft a DM on Twitter via the "Messages" tab, or simply insert the DM into your tweet, sans @ symbol.

Unfortunately, unlike public tweets, you can make someone a DM only if they are already following you.

#### [7] Retweet (RT)



Like what someone has to say on Twitter, or find the inspirational quote you want to pass along? Use the Retweet (RT) feature, which allows you to share comments, links and quotes with your followers. You can publish a retweet either by clicking on the "Retweet" button or by cutting the post you want to share in the new tweet, or by preferring it with RT. For example: RT @UserName This retweet is just to explain how to do it. -the user

### **[8] How to Recognize Re-Tweets?**

According to Twitter.com –

- Returns look like normal tweets with the author's name and username next to it, but different from the reply icon and tweet of the retweeting user's name. If you see a stranger's message in your timeline, look for a retweet by the information in the tweet - the retweeter must be someone you follow
- Sometimes people type RT at the beginning of a tweet to indicate that they are remodelling someone else's content. This is not an official Twitter command or feature, but does indicate that they are quoting another user's tweet.
- Returns may appear differently in third-party applications, and will only appear in apps when they are using Twitter's Reply API. Many apps have built in their version of retweeting - those tweets are not counted as official retweet on Twitter. To test, try retweeting from your favourite app, and then check your profile on the web.

### **Turning Retweets Off**

You can turn off Retweets for a specific user if you don't like what they share.

- Select Turn Off retweet from the gear icon drop-down menu on the user's profile.
- Turning on or off retweet is not retroactive; This means that you cannot remove an already existing retweet in your timeline.

It is not possible to close all the Retweets from all users.

### **Twitter Privacy**

Remember, everything is public on Twitter by default. However, you can easily create your own personal experience. If you want to make Twitter a place where you chat with friends in private, then just set up your account in private. Turning this setting on means that you must manually allow anyone who wants to follow you if you want them to see your tweets and communicate with you. With a personal account, only those you have given permission to follow will see your tweets. However, most people choose to leave their accounts public. If you have a Facebook dinner table with family and friends, Twitter is a ritual bar. Most people like to live with defaults, but only want to choose things they would be comfortable saying to strangers.



Most importantly, if your account is public and someone constantly posts silly tweets (called trolling) or just annoys you constantly - don't hesitate to block them, mute them or report their behaviour, do all these options are available to you, so don't be afraid to use them.

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## **5.5 TWITTER FOR BUSINESS**

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### **Twitter Ads-**

#### **[1] Audience**

Use the targeting features to select the audience you want to reach. Select geographic areas, followers of a notable account, or target the interests of the people.

#### **[2] Bidding**

Twitter ads run in an auction. Decide how much you will pay for each interaction, such as a new follower or a click on your website. Or use automated bidding, which determines the best bid cost based on your budget and goals.

#### **[3] Budget**

There is no minimum campaign spend. Choose a daily budget for your ads. Consider starting at a minimum of \$ 30 / day to reach a consistent audience throughout the day.

#### **[4] Creative**

Select the tweets you want to focus on in your campaign. Choosing 4 to 5 is a good start. Include strong call-to-action like "sign up" or "start today". Avoid #hashtags or @mentions in your copy so that your audience is not far from your ad.

### **Twitter Marketing- Lists-**

A list on Twitter is a compiled group of Twitter users. With Twitter List, you can create a personal list or subscribe to lists created by other users. After viewing the Twitter list, you will only be able to see a stream of posts from users that have been added to the specific Twitter list. Twitter lists are used to read only tweets. According to Twitter.com, you cannot send or direct a tweet to members of a list, only to see those list members.

#### **Creating Lists on Twitter**

To create a list, follow the given steps –

- Go to your Lists page. This can be done in two ways – [i] Via the Profile icon drop down menu in the top right navigation bar [ii] By going to your profile page and clicking on Lists.
- Click on Create list.
- Enter the name for your list
- Enter a short description for the list.

- Select if you want the list to be private (only accessible to you) or public (anyone can subscribe to the list).
- Click on save list.

**Note**– List names cannot exceed 25 characters, nor can they begin with a number.

## **Twitter Marketing- Cards**

With Twitter Cards, you can attach rich photos, videos and media experiences to tweets that drive traffic to your website. Just add a few lines of HTML to your webpage, and users who tweet a link to your content will have a card added to their tweets that will be visible to all their followers.

**Note** – Only one card per page is supported.

Each card has built-in content attribution, which surfaces the appropriate Twitter accounts for the content you specify. Viewers will be able to follow and view the profiles of responsible accounts directly from the card. You will have the option to choose between website attribution and creator attribution.

### **Website Attribution**

Indicates the Twitter account for the website or platform on which the content was published. Note that a service can set up different Twitter accounts for different pages / sections of its website, and the most appropriate Twitter account should be used to provide the best context for the user.

### **Creator Attribution**

Indicates the person that created the content within the card. The following Card types have a beautiful consumption experience built for Twitter’s web and mobile clients –

- Summary Card – Title, description, thumbnail, and Twitter account attribution
- Summary Card with Large Image – Similar to a Summary Card, but with a prominently featured image.
- App Card – A Card to detail a mobile app with direct download.
- Player Card – A Card to provide video/audio/media.

### **Implementing Twitter Cards**

In most cases, it takes less than 15 minutes to implement. Here is how to do it –

- Choose a card type you want to implement.
- Add the pertinent meta tags to your page.
- Run your URL against the validator tool to test. If you are working with a Player Card, request approval for whitelisting. All other Cards do not need whitelisting.

- After testing in the validator or approval of your Player Card, Tweet the URL and see the Card appear below your Tweet in the details view.
- Use Twitter Card analytics to measure your results.

Once the tags are live, you can test your Card using the Twitter Card Validator.

## **Twitter Marketing - Defining Strategy**

Every marketing activity you do, from tweets and texting to cold-calling should be done for the sole purpose of meeting the ultimate goals of your brand. You must have a regular rotation of content that will be searchable and interesting to people with related business interests and goals using the approaches above.

### **What Should I Share on Twitter?**

Many of the questions you should be asking yourself when deciding what to share on Twitter that will resonate with your target audience are going to seem obvious –

- What industries am I targeting?
- Who needs whatever value I am providing?
- What are their demographics?
- What key terms are they searching to solve their problems?
- Are my customers/clients/community members restricted to a certain geolocation?

Many marketers employ the 80/20 principle when they engage on Twitter. 80% of your tweets should focus on driving interactions with your followers, such as retweet, replies and likes. Once you build some synergy, you can mix in direct offers or promotions that get followers to take action, such as clicking a link or making a purchase from your website.

### **Knowing Performance of Tweets**

Be aware of how your followers react to your content. Some tools allow you to track who unfollow you on Twitter. With unfollowstats.com for example, you can choose to get a daily digest of how people are interacting with you on Twitter, thus and unfollow. Someone may not know the exact reason for unfollowing you, but you may be able to get information about this reason.

No matter which social-sharing platform you are using, how it is performing your data should be offered. Both Buffer and Hoot suite provide a quick snapshot of how the tweets are performing.

### **Building the Brand on Twitter**

If you want success on Twitter and build your brand on Twitter, there are a few key pointers to employ –

- Use your brand name as your Twitter name. It may seem obvious, but it needs to be reminded.
- If branding a company is your topmost priority, use your logo as your Twitter portfolio photo.
- You should Tweet 10 to 20 times a day to keep your brand name in the Twitter stream.
- Schedule the Tweets that have links to valuable content and complement that with 10 or so personalized Tweets where you are interacting with other Twitter users.
- Reply to Everything.
- Learn to give. To build a strong brand on Twitter you will need to give back as much as you get. Share content from your tweets, retweet, and favorite relevant content.
- Follow at least two new people a day.

### **Twitter Marketing - Search**

There are many ways to use search on Twitter. You can find tweets from yourself, friends, local businesses and everyone from famous entertainers to global political leaders.

By searching for topic keywords or hashtags, you can follow breaking news or ongoing conversations about personal interests.

#### **Searching on Twitter**

This is how you search on Twitter –

- Log in to your Twitter account.
- Enter your search query into the search box at the top of the page and hit the return key. Your results show a combination of Tweets, photos, accounts, and more.
- Filter your results by clicking Top, Live, Accounts, Photos, or Videos (located at the top of your search results).
- Click on More options to see the above filters as well as News.

You can choose to see the results of all or those you follow, and everywhere or from you.

Advanced search is available when you log in to twitter.com.

This allows you to tailor search results for specific date ranges, people and more. This makes it easier to find specific tweets.

#### **Using Advance Search on Twitter**

This is how you use advanced search on twitter –

- Enter your search query into the search bar on twitter.com.
- At the top of the results page, click on More options.
- Click on Advanced search.
- Fill in the appropriate fields to refine your search results.

- Click Search to see the desired results.

Using advanced search, you can refine the search results by using any combination of the fields below –

- Words
  - Tweets containing all words in any position (“Twitter” and “search”).
  - Tweets containing exact phrases (“Twitter search”).
  - Tweets containing any of the words (“Twitter” or “search”).
  - Tweets excluding specific words (“Twitter” but not “search”).
  - Tweets with a specific hashtag (#twitter).
  - Tweets in a specific language (written in English).
- People
  - Tweets from a specific account (Tweeted by “@example”).
  - Tweets sent as replies to a specific account (in reply to “@example”).
  - Tweets that mention a specific account (Tweet includes “@example”).
- Places
  - Tweets sent from a geographic location, say a specific city, state, country.
  - Use the place dropdown to select the geographic location.
- Dates
  - Tweets sent before a specific date, after a specific date or within a date range.
  - Use the calendar dropdown to select a “from” date, “to” date or both.

Search for Tweets from any date since the first public Tweet.

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## **5.6 POINTS TO REMEMBER**

- Twitter is a social platform for sharing one’s views. Users can open their account on Twitter and broadcast their views in the form of short messages. These messages are popularly known as tweets.
- A tweet is a message posted on Twitter that is up to 140 characters long. It can contain text, photos, links, and videos, which automatically take up to 22 characters.
- The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet.

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## **5.7 GLOSSARY**

- @ - The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People use your @username to mention you in Tweets, send you a message, or link to your profile.
- GROUPS - Facebook Groups make it easy to connect with specific sets of people, such as co-workers. They’re dedicated spaces where you can share updates, photos, and documents as well as message other Group members.

- **@username** - A username is how you're identified on Twitter. It is always preceded immediately by @ symbol. For example, uou is @uou.
- **Bio** - Your short personal description (up to 160 characters) that appears in your profile that serves to characterize your persona on Twitter.
- **Hashtag (#)** - A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you get to see other Tweets containing the same keywords or topics.
- **Retweet (RT)** - A tweet that you forward to your followers; often used to pass along news or other valuable discoveries on twitter. Retweets always retain original attribution.
- **Timeline** - A timeline is a real-time stream of tweets. Your Home stream, for instance, is where you see all the tweets shared by your friends and other people you follow.
- **Tweet** - A tweet is a message posted on Twitter that is up to 140 characters long. It can contain text, photos, links, and videos, which automatically take up to 22 characters.
- **Twitter Marketing** - Marketing the business on twitter by using its potential.

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## 5.8 CHECK YOUR PROGRESS

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### Short Answer type Questions

- a) Write the brief history of Twitter.
- b) What is a tweet? When should I tweet?
- c) What is #Hashtag? Explain.
- d) Explain how to change the privacy settings in twitter?
- e) How do I create my own Twitter Page?

### Multiple type Questions-

1. Whose idea was Twitter?
 

a) Biz Stone	b) Evan Williams
c) Jack Dorsey	d) Ivan Zokowich
2. What would you see if you visit twitter while the service is down?
 

a) Nothing	b) The Tweeties
c) A 404 file not found message	d) The Fail Whale
3. Which social network does not provide users with selfie filters?
 

a) Twitter	b) Facebook
c) LinkedIn	d) None of the Above
4. Which of the following count toward twitter's 140-character limit?
 

a) #HashTag	b) Photo/Audio/Video
c) List	d) None of the above

### Terminal Question-

- a) How to make a Twitter account? Explain.
- b) How to follow and unfollow someone on Twitter?
- c) How to create, edit, and delete a tweet on Twitter?
- d) How to deactivate a Twitter account.
- e) What should my profile include?
- f) How to change my Twitter password?

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## **5.9 BIBLIOGRAPHY/ REFERENCES**

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- <https://www.lifewire.com/tutorial-intro-to-using-twitter-2654622>
- <https://mashable.com/2012/06/05/twitter-for-beginners/>
- <https://www.fabulousblogging.com/2013/02/how-to-use-twitter-tips-for-beginners-and-bloggers/>
- <https://edu.gcfglobal.org/en/twitter/>
- <https://img.constantcontact.com/docs/pdf/getting-started-on-twitter.pdf>
- <http://extension.missouri.edu/staff/communications/documents/twittertutorial.pdf>

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## **5.10 SUGGESTED READINGS**

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- [https://www.tutorialspoint.com/twitter\\_marketing/index.htm](https://www.tutorialspoint.com/twitter_marketing/index.htm)
- <https://developer.twitter.com/>
- <https://developer.twitter.com/en/use-cases/advertise>
- <https://help.twitter.com/en/rules-and-policies/twitter-api>

## UNIT- 6

### TWITTER - TOOLS AND ACTIVITIES- II

6.1	INTRODUCTION
6.2	OBJECTIVES
6.3	TWITTER & BUSINESS: AN OVERVIEW
6.4	SETTING TWITTER FOR BUSINESS
6.5	MARKETING YOUR BUSINESS IN TWITTER
6.6	PROS & CONS OF USING TWITTER FOR BUSINESS
6.7	POINTS TO REMEMBER
6.8	GLOSSARY
6.9	CHECK YOUR PROGRESS
6.10	BIBLIOGRAPHY/ REFERENCES
6.11	SUGGESTED READINGS

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#### **6.1 INTRODUCTION**

Twitter is a social media platform where people connect and converse with each other through short messages called tweets. We have already gone through the basics of Twitter in previous units. Other than conversing, news content, business feedback, website links, photos, and videos, etc. are also shared on Twitter.

Twitter also recommends tweets to users according to their interests. This enables various businesses to post product-related tweets, for the growth of their sales. In this unit, we will focus much on advanced topics of Twitter usage. There are many businesses, start-ups, and established, connect with people on Twitter. Several tools and activities on Twitter help the business to meet its goals.

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#### **6.2 OBJECTIVES**

After the successful completion of this unit, you will be able to-

- Understand the role of Twitter in business.
- Know about advanced tools on Twitter.
- Best practices of using Twitter.

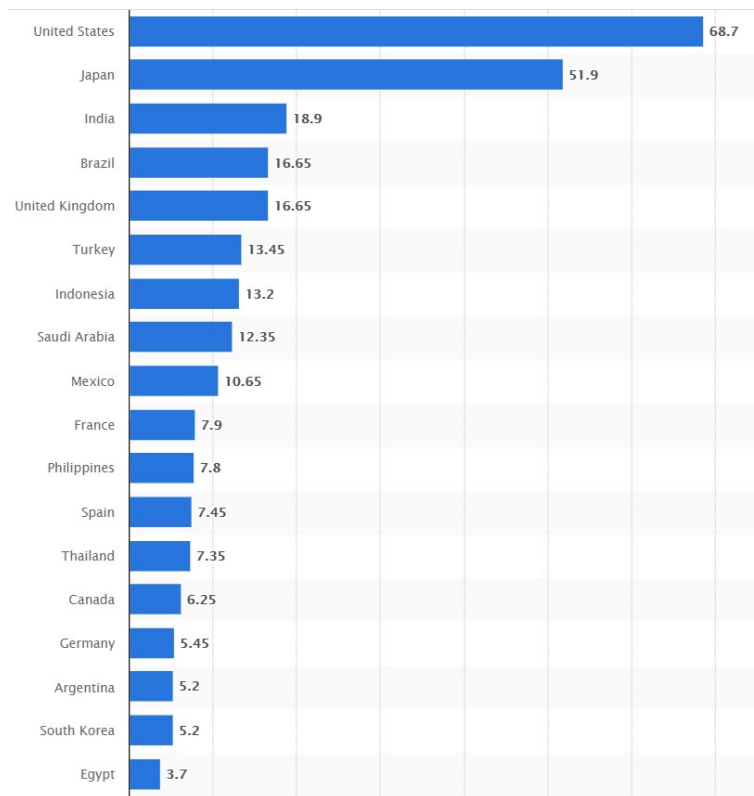


### 6.3 TWITTER & BUSINESS: AN OVERVIEW

Twitter furnishes organizations with the occasion to share data and increment the span of good quality articles/reports. According to a study, almost 80% of total Twitter users mentioned a brand name in their tweets.

For using the market effectively, there should be a Twitter marketing strategy. A Twitter promoting methodology is much the same as some other online media system - it is based on the substance you make, distribute, and convey to draw in your supporters. Your business probably as of now has significant level business destinations, and Twitter is a channel that can help you arrive at those objectives. For organizations, Twitter can be an amazingly ground-breaking relationship building, the relationship between the executives, and client assistance instrument. Sharing incredible substance to Twitter can likewise drive a flood of traffic to your site, allowing you the chance to change over those guests into leads, and sustain those leads into clients.

As of the final quarter of 2019, Twitter had 152 million every day dynamic clients around the world.



Countries with the most Twitter users 2020 (in millions)

Twitter can also help an organization for-

- Screen and interconnect with individuals discussing your organization, industry, and contenders.
- Create a buzz around forthcoming occasions.
- Allow singular representatives to go about as contacts to the general population.
- Develop direct associations with bloggers and columnists for potential public relations.

### **Twitter benefits for Business**

- Contact a wide crowd: Twitter has a huge client base, which could incorporate your possible clients. Utilizing hashtags can help you contact a crowd of people inspired by a specific subject or in a specific area.
- Convey client care: The stage permits direct two-route correspondence with your clients. Since it's a public collaboration, on the off chance that you do it well it shows your business in a positive light.
- Brand character: Being on Twitter can help convey your image ethos and character. This should help your business appeal to your intended interest group.
- Client Feedback: Twitter can be a helpful asset for get-together criticism from clients.
- Cost: It is complimentary to set up a Twitter account. While paid advertisements are accessible, numerous organizations see profits by natural posts and connections.

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## **6.4 SETTING TWITTER FOR BUSINESS**

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There are many parts of a Twitter profile –

- A Twitter handle/ a username - Your Twitter handle is your @name and is your identifier on Twitter. It can have up to 15 characters and should help individuals discover your business without any problem.
- Profile Picture - Your profile photograph ought to outwardly speak to your business and brand. Your profile photo is shown on your profile and in each tweet you post.
- Biography - For your profile bio, you have 160 characters to depict your business. Incorporate data, for example, your area, business hours, and a connection to your site.
- Header image - The header picture behind your profile picture can be utilized to feature advancements, occasions, or news about your business.
- Pinned Tweet – A pinned tweet is the main tweet individuals see when they visit your profile. You can change your pinned tweet at whatever point you need.

All these things should work together to create and represent your business.

### **Using Twitter for Business-**

#### **[1] Handle client issues through direct messages-**

Direct messages have advanced throughout the long term, particularly for brands. How you connect with customers is significant for investigating issues and taking care of issues. It's good to deal with clients through Direct Messages for reasons like-

- you don't need different clients to see the issue and think less about your organization.
- There is no character limit on Direct Messages, which allows you to appropriately help clients without being restricted to a specific number of characters. As a matter of course, just clients you follow can send you a message.
- You can set up your Twitter record to get messages from anybody, making it simpler for all clients to get in touch with you.
- Just go to Privacy Settings and empower Receive Direct Messages from Anyone.

### **[2] Use Hashtags properly-**

Hashtags allow clients to label a recognizing word or expression that bunches hundreds (or thousands) of tweets together. They are reachable(searchable) and offer the ideal assistant for live occasions. Hashtags are an extraordinary method for expanding the visibility of your tweets. There are numerous famous hashtags that most dynamic Twitter clients know about, as #FollowIndiaCricketTeam and #ThrowbackSunday.

You can likewise make your hashtags to cause you to notice your image or to occasions, you are holding, however, it's conceivable it may not catch on. Numerous brands hook onto trending points to add to the discussion or sell their item.

### **[3] Use Photos, Survey –**

Twitter permits clients to amount to four photographs to posts. You can likewise make designs to add to your tweets. Utilizing photographs with your tweets is an incredible method to interface with adherents.

One entertaining approach to include your client is to make a survey. Specialty your inquiry and select the reactions. The survey remains to exist for 24 hours; of course, however, you can abbreviate that period if you like.

### **[4] Live Tweets –**

Live-tweeting is another approach to get a point moving on Twitter. Live-tweeting is the point at which a client tweets their responses to a live occasion as it is going on, regardless of whether that is breaking news or amusement related. At the point when brands start occasions and need their participants to live-tweet while they're there. Live-tweeting most regularly happens with TV shows and broadcast occasions. At the point when you're live-tweeting or utilizing numerous tweets for a similar theme, react to your unique tweet. This makes it simpler for clients to follow the whole discussion.

### **[5] Twitter Chats –**

Another approach to draw in adherents or get a theme moving is by facilitating a Twitter chat. Twitter chats are direct, yet they require a moderately enormous and dynamic supporter base to be fruitful. A Twitter chat happens when a few Twitter clients examine a particular point all the while utilizing a shared hashtag.

### **[6] Advertise on Twitter –**

For advertising on Twitter, there are plenty of paid advertisement tools/options available-

- Promoted Tweet - These promotions are much the same as normal tweets, and they show up in a client's Twitter channel alongside posts from individuals the client follows. Promoted Tweets are a path for promoters to build commitment and grow their compass to a more extensive gathering of clients past their user base.
- Promoted Trends – These Trending topics appear on the trend box on Twitter. Promoted tweets target specific users, but promoted trends visible to all users. They are also visible to Twitter’s mobile apps.
- Promoted Accounts - Promoted Accounts are intended to assist brands with getting discoverable and become their number of users. These advertisements are shown in various areas on Twitter, remembering the Who to Follow box for the landing page, your landing page's Twitter channel, and search bar.

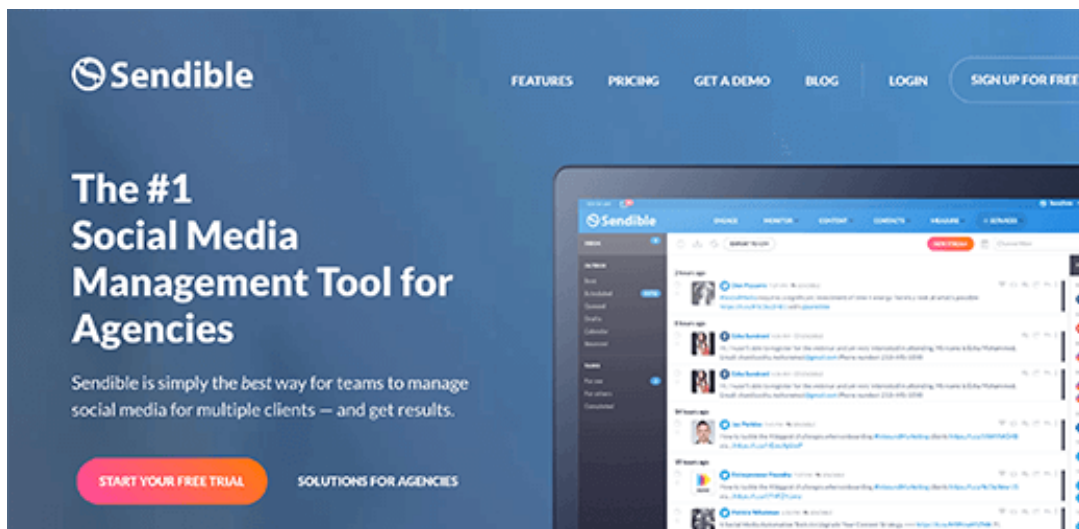
There are many marketing tools for improving advertisement campaigns-

- Twitter Amplify - Amplify permits publicists to share constant TV content (for instance, recordings of sports features) that they can coordinate with their brands. Twitter Amplify assists brands with arriving at clients past their present supporters by conveying content to focused crowds.
- Mobile App Promotion – This tool is for Mobile Development companies. This alternative allows sponsors to target and contacts their ideal crowds employing cell phones to drive application downloads.

## 6.5 *MARKETING YOUR BUSINESS IN TWITTER*

There are several marketing tools available for Twitter to grow your customer. Here we are discussing some of the frequently used tools-

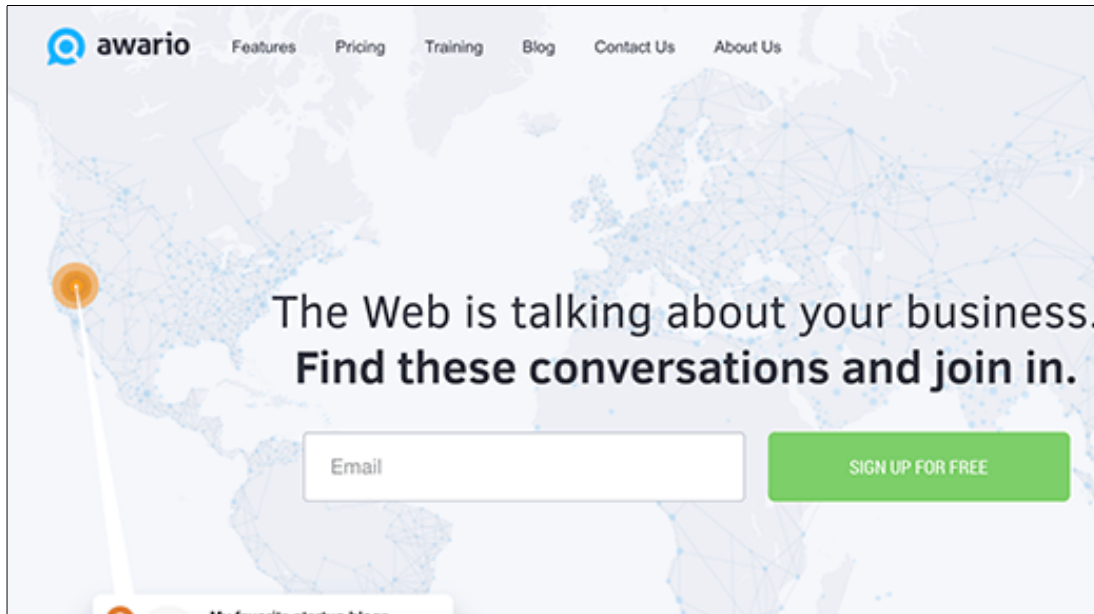
- **Sendible**



Sendible is a social media management tool that allows you to manage a Twitter account. With Twitter coordination, you can plan tweets, screen notices, and answer direct messages. You

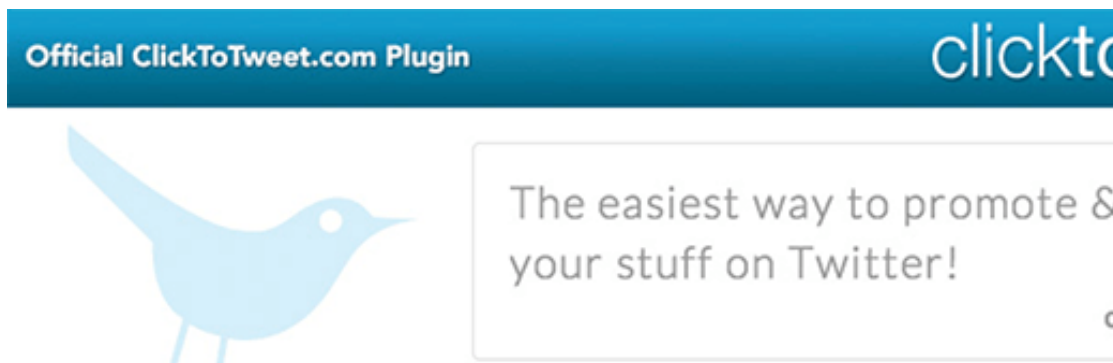
can even access-list/records. A dashboard is provided to you to manage all the things. From there you can also schedule tweets ahead of time. It also allows you to monitor your brand value on Twitter and integrate analytics to keep you up to date. There's a good feature that lets you peruse moving content in your business group. This offers you the chance to retweet, as, or react to the shareable content identified with your brand.

- **Awario**



This tool permits you to screen notices of your image via online media just as any well-known points encompassing your specialty. One of its most impressive highlights is its capacity to spot likely leads. It alerts you of any tweets that ask for recommendations of a product or service similar to your brand. Awario also has a feature that regularly checks your tweets. You can also reply, block, or delete tweets from Awario.

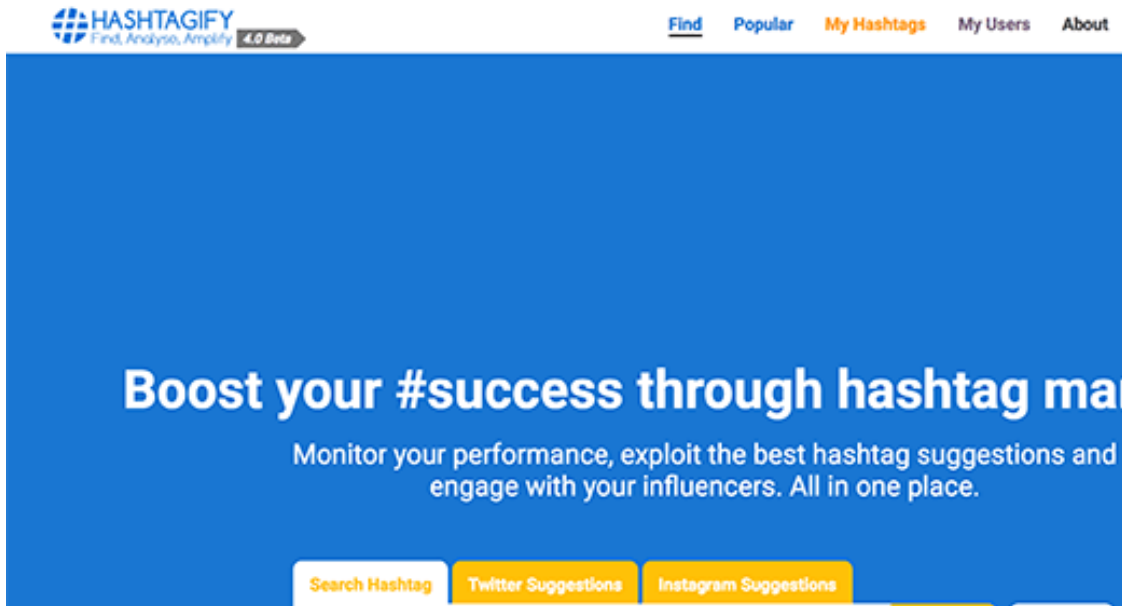
- **Click to Tweets**



This free tool allows you to create links that can be shared by your clients as tweets. You have to configure the content (like image/ description/ link) and then create it as a link and share it with your clients.

These tools also help you to check the number of people clicking your shareable links. You can also use this tool on the WordPress website.

- **Hastagify**



It gives you the facility to view stats on hashtags from Twitter. You have to enter the hashtag and it will generate its stats for you.

- **Tweriod**



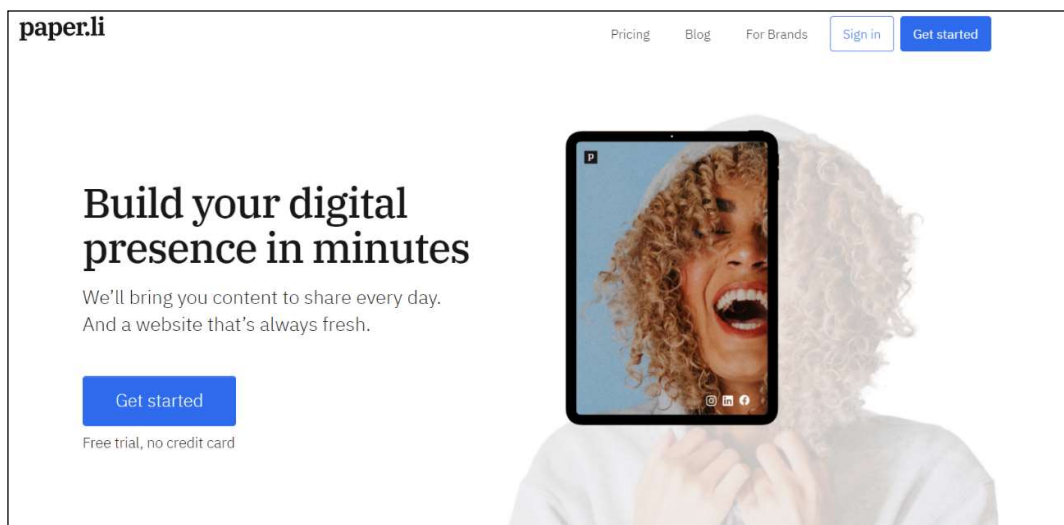
Tweriod provides you the best time to publish your tweets. It gives you the time in which your tweet got the maximum reach. For this, Tweriod analyzes your account as well as your follower's account. It will provide you the report of your stats in pdf format.

- **Triberr**



Triberr connects you to “tribes” that are social media groups having an interest like you. These tribes share your content with the peoples who may or may not have an interest in your product. You have to do this by promoting your content to tribes.

- **Paper.li**



This tool allows you to gather and assist content from other people. You can integrate the assisted content from social media and then send it to Twitter.

- **Social Snap**





Social Snap is a WordPress tool that includes a plugin. It will make your content more shareable. This tool has a social media share button that can be shared with the WordPress website or blog. It also controls the way how your tweets appear on Twitter. While it's incredible that they give such countless various approaches to you to utilize perhaps the most generally utilized web-based media stages, it can make it hard to choose which ones to utilize.

### **Using Twitter for Successful Business Marketing**

With 330 million active users, utilizing Twitter for promoting business would be an extremely enthusiastic choice. Twitter showcasing has ended up being an extraordinary device for advertising, particularly for private ventures hoping to target nearby clients.

Below are some tips to market your business on Twitter successfully-

- Improve your Twitter profile – After looking at the profile people will decide that they are interested in you or not. Hence take some time to optimize your Twitter profile professionally to attract more clients/traffic.
- Build/ Create a Twitter Community– Follow the person that is part of your business community so that they can also follow you. This will make a community around your business prospect. For building a community of your interest you can follow your clients, companions, partners, related organizations, contenders, applicable influencers, and the individuals who give you intriguing and helpful information.
- Always share content and images that are interesting to the users- Tweet blog links, pictures, recordings, and statements that your clients will appreciate. While making such a lot of content is time-consuming, content curation is an incredible method to keep your tweets going with the most ideal substance. Photos are an absolute necessity to stand out enough to be noticed, so add them in your tweets at whatever point conceivable. In any case, remember to streamline online media pictures for Twitter.



- Follow the conversation regularly and take part actively with other users- At the point when individuals 'favorite', 'answer' or 'follow' you, you must react to them. This way you can construct an extraordinary picture of your image across the stage and become your after considerably further. The more you connect with on Twitter, the more content you have out there and more individuals will have the option to effectively discover you. Clients like it when you associate with them – you are the human face behind your brand.
- Always Include the most appropriate Hashtags for your profile and tweets- Hashtags are an extraordinary path for individuals to discover you. For example, if a certain hashtag is moving on Twitter, you can incorporate the hashtag in your tweet and utilize its prominence for your potential benefit. Before you begin adding hashtags to your tweets, you should sort out the hashtags that reverberate with the subject and help you contact a bigger crowd.
- Schedule Tweets and Analyze Their Performance- On the off chance that you need to receive the rewards of Twitter promoting, it's basic that you tweet frequently. The more you tweet, the greater commitment you will see. In this way, you should tweet at any rate three times each day - toward the beginning of the day, in the early evening, and at night. Scheduling tweets saves you time and exertion as well as encourages you to expand commitment.

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## **6.6 PROS & CONS OF USING TWITTER FOR BUSINESS**

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There are always advantages and disadvantages of the technology that you are using. Likewise, Twitter has its pros & cons.

### **Advantages of using Twitter for Business-**

- Twitter provides you the target market and clients (those who are interested in your product). With Twitter, you can reach out to almost every corner of the planet.
- Twitter connects your customer on a personal level. A personal Direct Message is a good option for direct customer connection.
- Customer feedback is valuable for the company. Twitter provides an easy way to get feedback from your customer.
- Tracking and managing customer data is very easy on Twitter.
- The tweet sharing process can be completely automated.
- Links are shortened automatically while sharing as tweets, so you can always structure the content effectively.
- Twitter enhances your e-business effectively. You can take orders, give offers, and promote your business on Twitter.

### **Disadvantages of using Twitter for Business-**

- Big results are not seen as a fortnight. You have to be patient in the starting phase as it takes time to set up and gain followers.

- Users have a large number of (100's or 1000's) accounts to follow, If you tweet selectively or in small number then there is a chance that it will be missout by your potential customer.
- You have to be social media addictive in a way to manage your e-business account on Twitter. You have to check your Twitter account regularly to check and reply to tweets and messages of your customers.
- Negative news travels quicker than positive ones so any slip-ups or controversies of your business will go at lightning speed on Twitter. You should rush to do harm control if this occurs.
- It is difficult to differentiate between trollers and followers. It is best to be become professional and ignore insult happens on social media. Always focus on the positive things and get away from negative ones quickly.

Hence, we can see that Twitter for Business has some positive advantages that make it a charming stage for brand building. It additionally has some particular hindrances which should be tackled to if the maximum capacity of what Twitter can do will be accomplished.

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## **6.7 POINTS TO REMEMBER**

- Twitter is a social media platform where people connect and converse with each other through short messages called tweets.
- For using the market effectively, there should be a Twitter marketing strategy. A Twitter promoting methodology is much the same as some other online media system.
- For organizations, Twitter can be an amazingly ground-breaking relationship building, the relationship between the executives, and client assistance instrument.
- As of the final quarter of 2019, Twitter had 152 million every day dynamic clients around the world.
- Utilizing hashtags can help you contact a crowd of people inspired by a specific subject or in a specific area.
- For your profile bio, you have 160 characters to depict your business.
- A pinned tweet is the main tweet individuals see when they visit your profile.
- Promoted Accounts are intended to assist brands with getting discoverable and become their number of users.

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## **6.8 GLOSSARY**

- Hashtags (#)- The # symbol was created purely by Twitter users and is used for keywords or topics in Tweets.
- @ - The @ sign is used to denote usernames in Tweets: "Hello @twitter!"
- Block - Blocking a Twitter account, will make it unable to follow you or add you to their Twitter lists, and you will not receive a notification if they mention you in a Tweet.

- DM - Direct Messages (or DMs) are private messages sent starting with one Twitter account then onto the next account(s). You can utilize Direct Messages for one-on-one private discussions, or between gatherings.
- Follow(s)- A follow is the consequence of somebody following your Twitter account. You can perceive the number of follows (or supporters) you have from your Twitter profile.
- Geolocation, Geotagging -Adding an area to your Tweet (geolocation or geotag) tells the individuals who see your Tweet where you were the point at which you posted that Tweet.
- Header photograph - Your picture that you transfer, which shows up at the top point of your profile.
- List - From your record, you can make a list of other Twitter accounts by theme or interest (e.g., a friend list, colleagues, famous people, competitors). list make a course of events of Tweets, which you can likewise stick to the top point of your Home timeline. We additionally make it simple to find new open Lists to follow!
- Retweet - Sharing of another account Tweet to the entirety of your devotees by clicking or tapping on the Retweet button.
- Trend - A Trend is a topic or hashtag decided algorithmically to be quite possibly the most well-known on Twitter at that point.

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## 6.9 CHECK YOUR PROGRESS

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### Descriptive Type Questions-

- a) How to get more followers on Twitter?
- b) Why one should create a Twitter account for his business? Explain in detail.
- c) List the major benefits of Advertising business on Twitter.
- d) What is a Hashtag on Twitter? Explain with an example.
- e) Differentiate between a Direct message and a Reply?
- f) What are the pros and cons of using Twitter for marketing?

### Objective Type Questions-

- a) You can use Direct Messaging for one-on-one private discussions. (True/False)
- b) As of the final quarter of 2019, Twitter had 152 million every day dynamic clients around the world. (True/False)
- c) Followers on Twitter are gained within one day after activating the account. (True/False)
- d) Social Snap is a WordPress tool that includes a plugin for making your content more shareable. (True/False)
- e) Amplify permits publicists to share constant TV content. (True/False)

- f) ..... are private messages sent starting with one Twitter account then onto the next account
- g) The ..... is used to denote usernames in Tweets.

**Answer (Objective Type Question)-**

- [a] True      [b] True                      [c] False      [d] True
- [e] True      [f] Direct Messages/ DM      [g] @ sign

**6.10 BIBLIOGRAPHY/ REFERENCES**

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- <https://developer.twitter.com/>
- <https://developer.twitter.com/en/use-cases/advertise>
- <https://help.twitter.com/en/rules-and-policies/twitter-api>

**6.11 SUGGESTED READINGS**

- <https://business.twitter.com/en/basics/intro-twitter-for-business.html>.
- Christopher Gain, “Twitter Marketing: Proven Business Strategy with a Simple Social Media to Earn Passive Income. Step by Step Guide to Reach Thousands of Followers”, ISBN: 1703294920.
- Pamela Russell, “Twitter Marketing: How to grow any Twitter account to 1 MILLION FOLLOWERS in the first 6 months”, ISBN: 1546628630.
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## UNIT- 7

### LINKEDIN- TOOLS AND ACTIVITIES- I

7.1	INTRODUCTION
7.2	OBJECTIVES
7.3	BRIEF HISTORY OF LINKEDIN
7.4	GETTING INTO LINKEDIN
7.5	LINKEDIN FOR BUSINESS
7.6	POINTS TO REMEMBER
7.7	GLOSSARY
7.8	CHECK YOUR PROGRESS
7.9	BIBLIOGRAPHY/ REFERENCES
7.10	SUGGESTED READINGS

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#### **7.1 INTRODUCTION**

LinkedIn brands itself the world's largest professional network, with over 150 million professionals around the world. Unlike some social channels focused on friends and family, LinkedIn's focus is on the user's professional identity and enabling the user to control that online. The channel has business focus where the users are sharing information about their industry, work experience, skills, day-to-day working activities, and making new contacts or renewing existing ones.

Although, it may be seen leaning more towards serving the recruitment industry, there are opportunities to use the community for lead generation, finding new contacts or even for gaining knowledge from an industry expert. The reach of your website content can be increased by enabling users to share articles that may be seen as too dry for sharing on a more informal channel.

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#### **7.2 OBJECTIVES**

After successful completion of this unit, you will be able to-

- Know about LinkedIn
- Able to create your LinkedIn profile

- Know about various features & tools of LinkedIn

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### **7.3 BRIEF HISTORY OF LINKEDIN**

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**2003:** LinkedIn started out in the living room of co-founder Reid Hoffman and the site officially launched on May 5, 2003. LinkedIn is one of the oldest mainstream social platforms, older than YouTube, Facebook and Twitter.

**2004:** LinkedIn took a major step forward when it added the feature of uploading your address book to invite your colleagues, introduce groups to start building communities and even embraced partnership with American Express to promote their offerings to its clients.

**2005:** LinkedIn started to get into business mode with the launch of its jobs and subscriptions paid options and moved into an even bigger office (it's fourth in three years). Membership scaled to 4,192,941 at the start of the year.

**2008:** LinkedIn start to extend away from its US base with its first international office in the United Kingdom and opened up both French and Spanish versions of the platform to its 33,077,647 members at the start of 2008.

**2011:** This is the year things got very serious with a listing on the New York Stock Exchange (at \$45 per share) and even hosted a town hall meeting with Barack Obama, the current US president. At the break of the year LinkedIn had over 135 million users.

**2014:** LinkedIn has grown substantially with more than 5,400 full-time employees with offices in 27 cities around the world to reflect its footprint in more than 200 countries. Fastest growing area is graduates and students as they start to realise and leverage the platform.

**LinkedIn today:** LinkedIn has topped 315 million users globally which statistically is the majority of professionals. A research suggests estimates between 350 to 600 million business professionals on the planet, so over 50% of the business professionals on the planet are on LinkedIn.

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### **7.4 GETTING INTO LINKEDIN**

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To start to set up a LinkedIn account first, go to <https://www.linkedin.com/> to get started. It will give you the option to log in, or sign up. Being that you're a first-time user, you'll need to sign up.

#### **[1] Create your account**

To create your account, you'll need to provide your name, password and email address. You can do this either on your desktop or through the LinkedIn mobile app.

Fig. 8.1 LinkedIn Account Creation (Startup) Page

Later you will be asked to add a picture, tell about your education, professional experience, skills, achievements, etc. It may seem like a simple resume at first glance, but LinkedIn also allows documents, videos, images, and publications to be added – anything that adds to your competence and professionalism.

### **[2] Choose a strong password**

Next, create a strong password that will protect your account from harm. One of the most common ways that hackers break into computers is by guessing passwords. Simple and commonly used passwords enable intruders to easily gain access to and control of social media profile.

### **[3] Create an eye-catching Headline**

Most people do not pay enough attention to it, but a LinkedIn Headline can help you find a dream job. By changing the profile name, you can catch the manager's attention. So, you have just 120 characters to say something meaningful, allowing you to stand out from other LinkedIn profiles and get admitted to try and see your page. Therefore, the better your title, the more likely you are to interview.

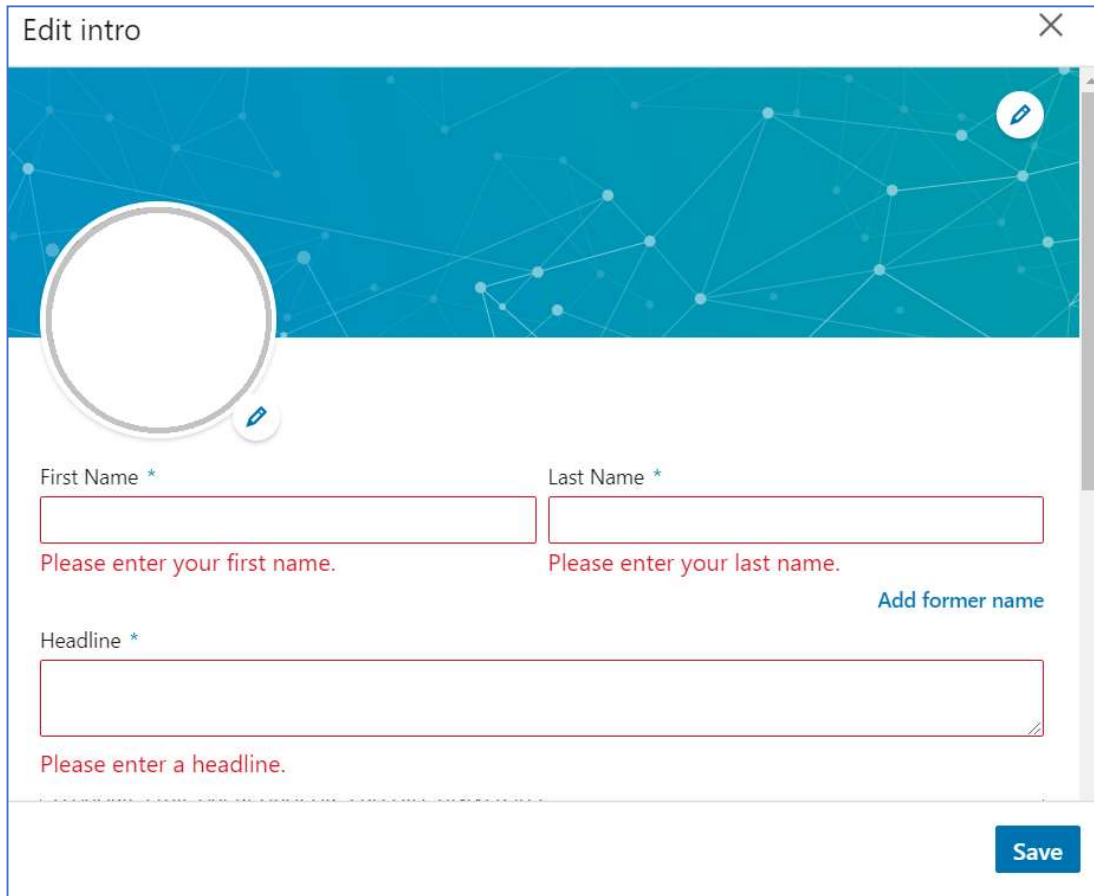


Fig. 8.2 LinkedIn Name, Photo & Headline updating Page

#### [4] Add a profile picture

The LinkedIn profile picture is one of the most important elements of your profile. A good LinkedIn photo is a must because it is your calling card. People with the default gray avatar have a major disadvantage. They will probably never get in touch. Instead, people with a good profile photo are seen many times more. Uploading your photo from your mobile or laptop with a simple click is not so difficult or time consuming.

But make sure you choose the right professional photo for your page. No selfie or photo with your dog or relatives. A photo is a way that you introduce yourself to hiring managers and it can create your first strong perception of yourself as a candidate and a professional. This is to be up to date with no distracting background. Your photo should be small and most beneficial for your profile will be a headshot with a face and shoulders. Put on your business attire and smile, be friendly and relax.

#### [5] Add a profile Summary



Think of your LinkedIn summary as the objective section of your resume: In just a few sentences, it should give the reader a clear idea of who you are, what sets you apart and what you are looking for from the viewer.

LinkedIn Profile Summary is one of the things that people see when they visit your profile. This is part of the introductory business card at the top of your profile which includes your name, photo, title, most recent company, education and contact information. This information is "above the fold" on both desktop and mobile, meaning that one does not have to scroll down to find it.

When most users visit your profile, they will see the first 300 characters of your summary. However, the LinkedIn recruiter shows the entire summary by default.

### **Getting started on LinkedIn-**

By now, your profile is set up, your header is the right size for optimal display, and you have a username that is both fun and informative. Now, it's time for the real fun and the reason people come to this site: tweeting.

#### **[1] Home**

Whenever you sign in on LinkedIn, your homepage will appear. From here, you can see recent posts and updates from your connection, as well as icons that allow you to navigate LinkedIn quickly. You can also post status updates, get trending news and access the LinkedIn Help Centre.

#### **[2] Profile**

Your profile page is effectively a digital resume, and that's what other people see when they find you on LinkedIn. After clicking on your photo, you can-

- Add your profile information,
- Edit a photo, and
- Change your career interests, among other things.

Whenever someone looks at your profile, you will be notified who saw it and which company they work for.

#### **Tips for effective Profile-**

These tips will help to complete and improve your profile. Keep in mind that there is no right or wrong way to use LinkedIn, so you have to experiment to find out what works for you.

- Keep your profile updated. Ensure that your LinkedIn profile information is updated and corresponds to your resume details. This will make it easier for an employer to match your resume with your LinkedIn profile. In addition, because a LinkedIn profile does not

have a length restriction, you can also add details and status that you cannot fit on your resume.

- Add relevant skills. LinkedIn makes it easy to add skills to your profile page. Examples of skills you will add can include problem solving, robust communication, and computer software - Microsoft Office, Photoshop, QuickBooks, etc. Your connections can also support you for the skills you add to your profile.
- Ask for recommendations. A recommendation is a short comment written by another LinkedIn member that will appear on your profile. When seeking a recommendation, try to reach people who are familiar with your talent, skills and performance in the workplace. You can also review this lesson on getting references from our job application tutorials to learn more about the best approach to recommendation.

### **[3] Searching**

You can use the search box to view anything on LinkedIn, including people, job openings, and company pages. Just type in your search term, then click on the magnifying glass or press Enter on your keyboard. LinkedIn will also suggest jobs, people and groups based on your search term.

### **[4] My Network**

From here, you can search for people you know on LinkedIn and add them as connections. You can also find hashtags from other LinkedIn users, and groups to follow any pending invitations. If you want to sync your email contacts to LinkedIn, you can do the same in the Personal Contact box.

### **[5] Connection**

To add a connection to LinkedIn, select My Network at the top of the screen. A list of people you know will appear, along with any connection invitation you may have. If you see someone you want to connect to, just click Connect. You can search for anyone and click Connect on their profile.

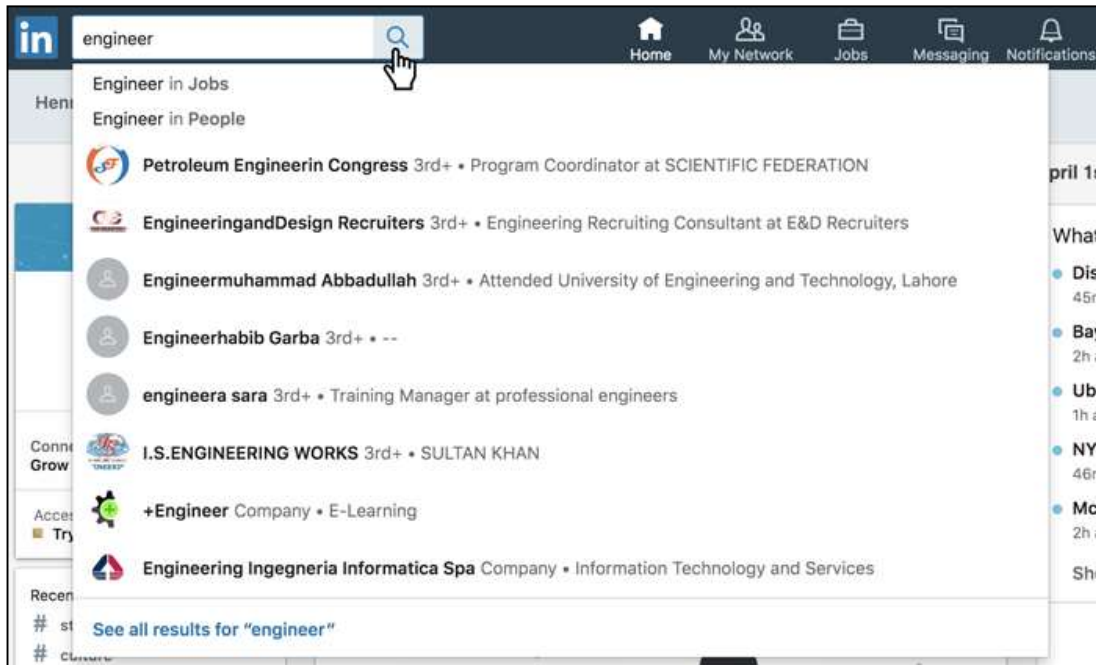


Fig. 8.3 LinkedIn Search Tab

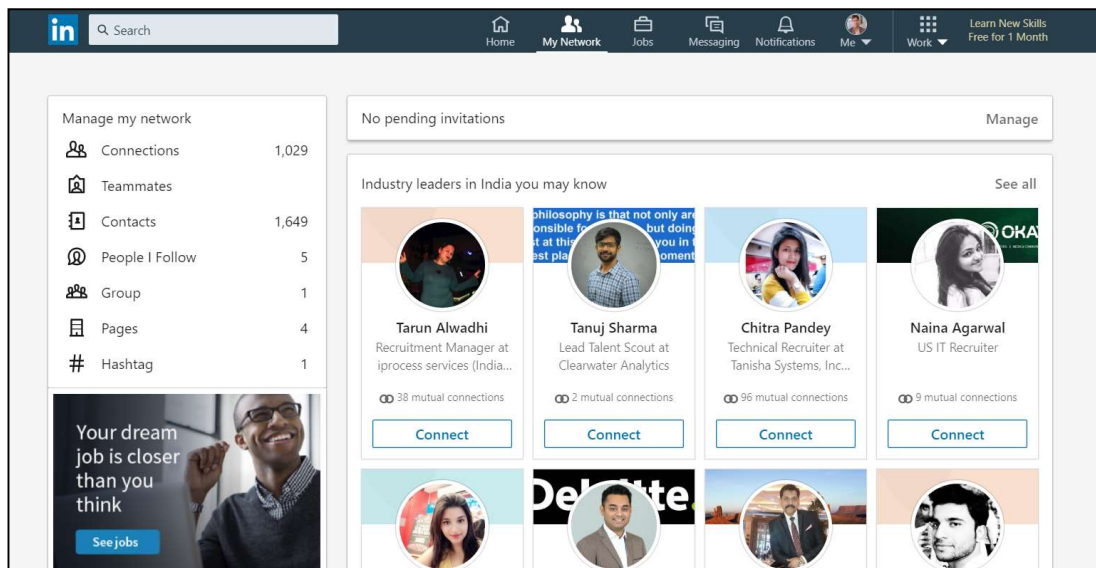


Fig. 8.4 LinkedIn Network Tab

A dialog box will appear, and you can attach a personal message to your invitation if you want. We recommend including a message with every connection request so the person knows who you are and why you want to connect. Otherwise, it may seem like you're simply networking for its own sake. Once your message is finished, click Done.

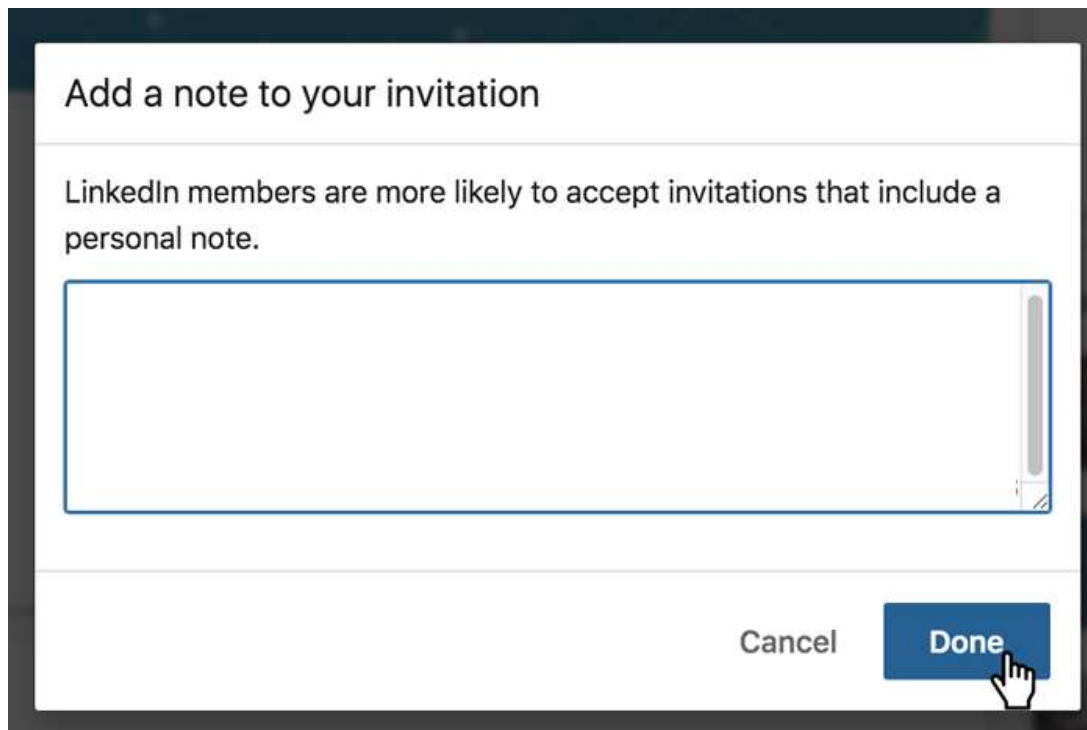


Fig. 8.5 Adding note to your invitation

## [6] Jobs

By clicking the Jobs icon, you can use LinkedIn's job search tool to view openings posted on the site. This tool allows you to sort your search results by location, experience level, and other types of filters. It lets you track the positions you've applied for, browse job recommendations and review recent searches.

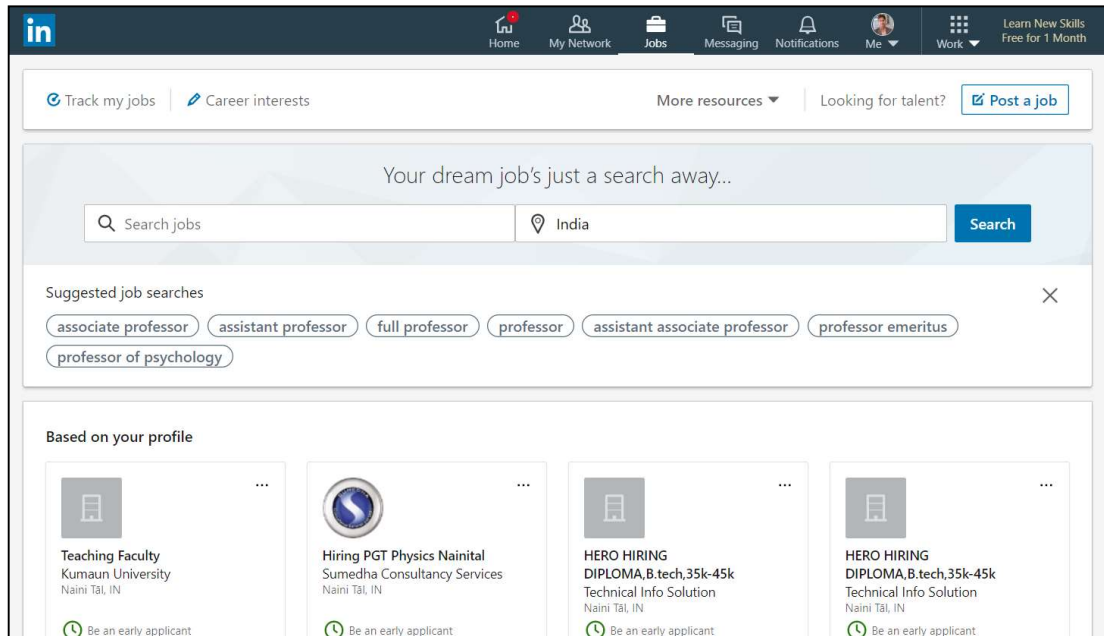


Fig. 8.6 LinkedIn Job Tab

### [7] Messaging

This allows you to review all your LinkedIn messages. LinkedIn automatically adds your messages to categories, such as connection status, in-mail, and spam. This can be helpful if you regularly receive a lot of messages. The messaging page also allows you to send messages and send files for your connection.

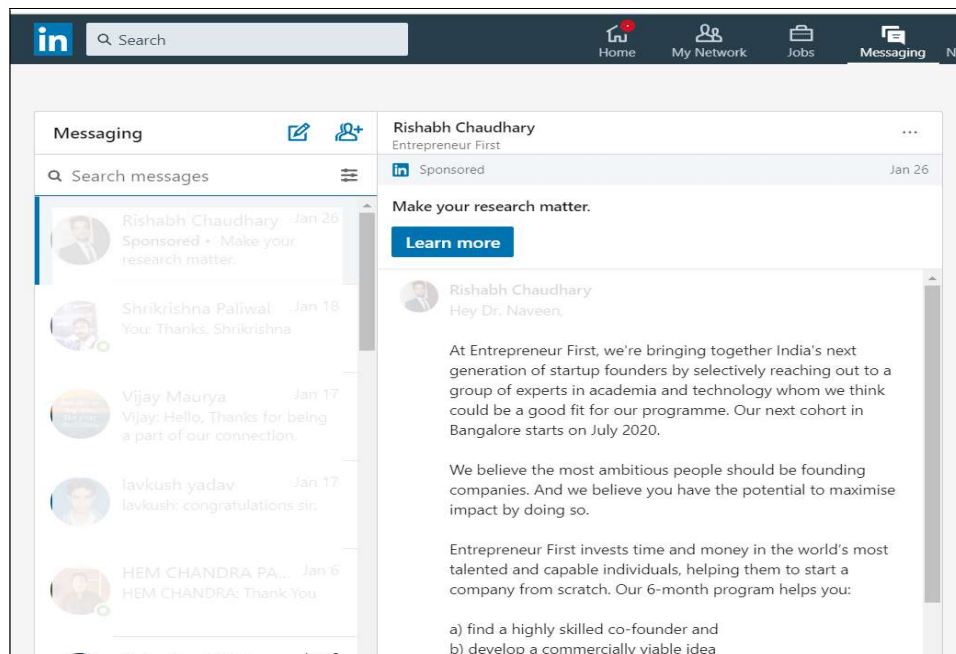


Fig. 8.7 LinkedIn Messaging Tab

## [8] Notification

This icon shows your recent notifications. For example, if someone views your profile, you will see who saw it and when. Whenever you receive a new notification, this icon will show a red dot, which will remain until you review your notifications.

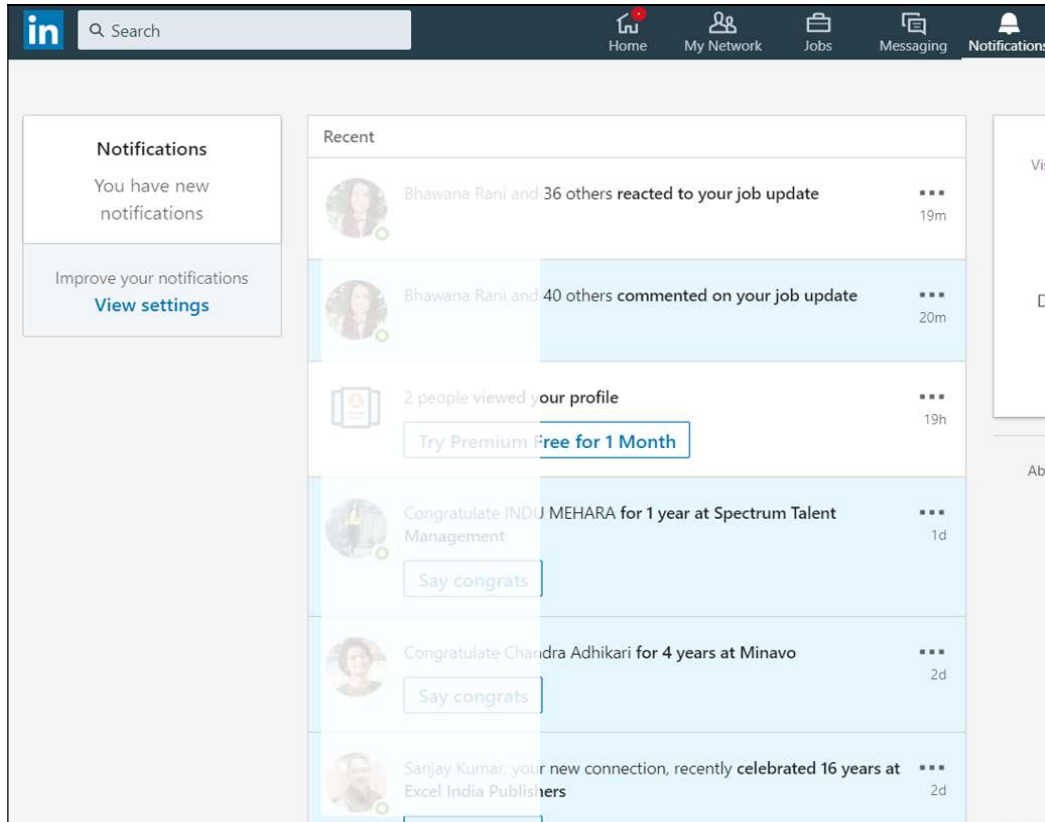


Fig. 8.8 LinkedIn Notification Tab

## [9] Me Icon

Through the Me icon, you can quickly change your basic settings, privacy preferences, and more advanced account options. You can also manage your post history, change your preferred language on LinkedIn, and sign out of your account.

## 7.5 LINKEDIN FOR BUSINESS

With 562 million users, LinkedIn is about building networks and connections. It not only knows about you, but who knows your connection. This is the real power of LinkedIn for business: the ability to tap into existing connections and develop your brand through word-of-mouth. It is also the top-rated social network for lead generation.

### Set up a LinkedIn Company Page-

#### Step 1- Add your Company

Select a business size to start creating a company Page.

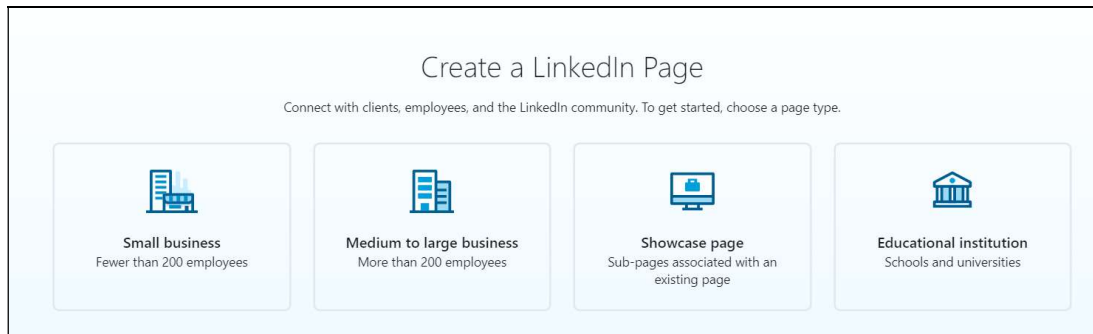


Fig. 8.9 LinkedIn Company Page Creation

### Step 2 – Enter Company Details

Fig. 8.10 LinkedIn Company Page Creation

Enter your official company name and choose the URL that people will use to find your business on LinkedIn. You cannot change this URL later, so choose wisely. Click on the box

indicating that you have the right to act on behalf of your company, and then fill all other company detail like- Industry, Company Size, Company Type, Company Logo, Tagline etc.

Finally click Create Page button.

### **Step 3- Publish your page**

Click the publish button and your company page will go live.

Before going further, click the Go to Member view button at the top right of the page to make your company page look like the others.

If you are happy with your page, great! If not, click Manage page and make any changes necessary to make it look right.

### **Step 4- Add page administrators**

You do not need to be alone in it. LinkedIn allows you to choose which employees can manage your page. To add team members,

- Click the Me icon at the top of your LinkedIn page, and Select your company's page under the Manage section.
- Click Admin Tools in the top right, and then, Choose Page Admin and Add your team members by name.

To add them as a page administrator you must already be associated with them on LinkedIn.

### **Tips & Strategies for Creating good impact through Company Page-**

Just because you build a company does not mean followers will come. You can increase your chances of success with the following LinkedIn for business tips and strategies.

- **Encourage your employees to join your company's LinkedIn page-**

Your co-workers and employees are your best audience. Employees are your biggest advocates, and by adding them as followers you tap into each of their networks, expanding your reach. Encourage employees to add their position in your company to your LinkedIn profile. Your company page will then be linked to their profile, and their profile will appear on your company page instead.

- **Publish Valuable Content-**

The best way to grow your audience and keep your followers is by providing them value by posting articles or company updates regularly: LinkedIn is recommended at least once per week. In addition to appearing on your company page, your posts appear in the news feed of each of your followers.



If you know of a blog post or news article from an external source that will benefit your followers, you can also share it. When sharing, be sure to provide value and context to your post - just copy-paste the URL.

- **Include rich media**

You need to get your content out of the box, and text-only posts are not the way to do it. If you have a YouTube channel, try to link your videos to LinkedIn. On LinkedIn, YouTube videos automatically play in news feeds, and can generate up to 75 percent higher share rate.

- **Take advantage of LinkedIn groups**

Being an active participant in the LinkedIn Group can help you and your business network with other professionals and businesses in your field, especially outside your immediate circle of current and current colleagues, classmates and employers. Participating in a group discussion will also attract views of your company page. To find a group that aligns with your business goals, use the search feature at the top of your LinkedIn homepage or check out LinkedIn's suggestions with group search. You can also create a new group based on whatever subject or industry you like.

- **Go global with multi-language tools**

If you have customers or want to have such customers - in countries where English is not the primary language, you can create custom descriptions of your company in 20 different languages. Depending on the language settings used when viewing the network, an appropriate description will appear for each LinkedIn member. You can also show your company name in these languages.

When you publish content and updates, you can post in different languages and configure settings so that your global followers see your content in their chosen language. This is a great way to build credibility with international members of LinkedIn and show that you care about working with them in a way that puts your needs first.

- **Use tracking and analytics**

The best way to provide relevant content to your audience is to know what they want. By monitoring and tracking previous posts, you will determine what works and what does not. LinkedIn's company page analytics allows you to evaluate engagement on your posts, identify trends, understand your follower demographics, and learn more about your page traffic.

- **Use sponsored Advertisements**

Like other social media platforms, you can create sponsored ads on LinkedIn. Sponsored ads cost money, but they are more effective than regular content because you can target

a specific audience. You can select the geographic range you want to target your ad, the age of the audience you're seeking, the profession and industry of the audience you're seeking, and more.

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## 7.6 POINTS TO REMEMBER

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- LinkedIn's mission is to connect the world's professionals to make them more productive and successful. It is a social media platform where you can create a personal profile; Explain in detail your work experience, courses you have completed, projects you have worked on, publications you have written, etc.
- Your profile is the first thing your new connection will look at, and if you haven't met in person before, it's going to form their first impression of you.
- Use the power of groups to promote your potential network and reach people you have never met in a familiar setting. Sign up to be part of several groups as appropriate deem.
- Add a good-quality photo of yourself in LinkedIn, preferably one taken by a professional photographer. Look smart, smile, and don't have any distractions in shot.
- Your connections can write "recommendations" for your profile, and offer "endorsements" of your skills, and you can do the same in return.

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## 7.7 GLOSSARY

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- **Company Page**– Now called LinkedIn Pages, your page is where you can share information about your company, along with content and updates to share with followers. Employees can also link your company page to their profile, and people can view everyone that works at the company by viewing the page as well.
- **Connection**– Is a LinkedIn user. There are 1st, 2nd, and 3rd level connections on LinkedIn. You can see what level each person is by looking next to a person's name.
- **1st Level**– Someone you are connected with on LinkedIn. You have either sent them a connection request or they have sent one to you.
- **2nd Level**– Someone that is connected to one of your 1st level connections.
- **3rd Level**– Someone that is connected to one of your 2nd level connections.
- **Profile**– A place where your experience, skills, endorsements, and a catchy summary appears with your photo
- **Personal Branding**– A term used to define how you show up on LinkedIn. Personal Branding can take into account your summary, your experience, your profile and background photo, and the content that you write and repost.
- **LinkedIn Recruiter**– Another separate platform that LinkedIn has created for Recruiters. LinkedIn Recruiter allows you to find the perfect fit for a present or future position in your company.

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## 7.8 CHECK YOUR PROGRESS

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### Short Answer type Questions-

- a) Write the brief history of LinkedIn.
- b) What is a LinkedIn Profile?
- c) Should one pay for LinkedIn? Explain.
- d) How to set up a Company profile on LinkedIn?
- e) How do I choose which LinkedIn Group to choose?

### Multiple type Questions-

- f) How many email addresses can you register for one account?
  - a) 1
  - b) 2
  - c) Unlimited
  - d) None of These
- g) When was LinkedIn founded?
  - a) 2002
  - b) 2009
  - c) 2010
  - d) 2017
- h) The term "Personal Branding" was coined by?
  - a) Napoleon Hills
  - b) Fred Mercury
  - c) Martin Luther
  - d) Adolf Hitler
- i) Where is LinkedIn headquartering?
  - a) California
  - b) Los Angeles
  - c) Chicago
  - d) Lisbon
- j) Why has LinkedIn become the best tool for personal branding?
  - a) Because it is a social network
  - b) Because it is easy to use
  - c) Because customers have always preferred the "human touch" to corporate caress
  - d) Because it bases more creating job opportunities

### Terminal Question-

1. How do I choose LinkedIn to get more business?
2. What is social media branding? Explain in detail.
3. How to create, and share events in LinkedIn?
4. How to deactivate a LinkedIn account.
5. What is the etiquette of connecting on LinkedIn?
6. What are the key suggestions to get good business opportunities through LinkedIn?

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- “How to REALLY use LinkedIn” Paperback – March 4, 2009, by Jan Vermeiren
- Free LinkedIn Book - "LinkedIn Riches!" by John Nemo
- <https://www.linkedin.com/help/linkedin/answer/97459/upload-and-share-documents-on-linkedin?lang=en>
- <https://www.linkedin.com/pulse/linkedin-beginner-all-star-8-easy-steps-clifford-wessel>
- <https://www.hubspot.com/hs-fs/hub/53/file-13204711-pdf/docs/linkedin.for.business.pdf>

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## **7.10 SUGGESTED READINGS**

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- HOW TO USE LINKEDIN FOR BUSINESS: A BEGINNER’S GUIDE By Anum Hussain HubSpot Inbound Marketing Associate @numinews & Jamie Turner Founder of 60 Second Marketer @ 60Second Tweets available at <https://cdn2.hubspot.net/hub/53/file-13199275-pdf/docs/how-to-use-linkedin-for-business.pdf>
- <https://www.law.umn.edu/sites/law.umn.edu/files/linkedin-manual.pdf>
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## UNIT- 8

### LINKEDIN- TOOLS AND ACTIVITIES- II

8.1	INTRODUCTION
8.2	OBJECTIVES
8.3	LINKEDIN AND BUSINESS: AN OVERVIEW
8.4	SETTING LINKEDIN FOR BUSINESS
8.5	MARKETING YOUR BUSINESS IN LINKEDIN
8.6	PROS & CONS OF USING LINKEDIN FOR BUSINESS
8.7	POINTS TO REMEMBER
8.8	GLOSSARY
8.9	CHECK YOUR PROGRESS
8.10	BIBLIOGRAPHY/ REFERENCES
8.11	SUGGESTED READINGS

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#### **8.1 INTRODUCTION**

LinkedIn is a social media platform explicitly intended for vocation and business experts to the interface. Starting in 2020, more than 722 million peoples use LinkedIn to develop their vocations and businesses. Unlike other platforms in which you may become "friends" with anybody and everybody, LinkedIn is tied in with building key connections. In LinkedIn, the quantity of associations is less significant than the kind of associations. Truth be told, LinkedIn quits demonstrating your genuine number of associations once you have 500 since it's about quality, not amount. LinkedIn's attention is on the client's professional character and empowering the client to control that on the web.

This media has a business centre where the clients are sharing data about their industry, their work insight, abilities, and everyday working exercises; and making new contacts or restoring existing ones. Even though it could be viewed as minded more towards serving the enrollment business, there are occasions to utilize the local area for lead age, finding new contacts, or in any event, for acquiring information from an industry master. The scope of your website can

be expanded by empowering clients to share articles that might be viewed as excessively limit for sharing on a more casual channel.

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## **8.2 OBJECTIVES**

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After the successful completion of this unit, you will be able to-

- Understand the role of LinkedIn in business.
- Know about advanced tools on LinkedIn.
- Best practices of using LinkedIn.

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## **8.3 LINKEDIN AND BUSINESS: AN OVERVIEW**

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Over 30 million organizations use LinkedIn for business. With more than 722 million individuals, an ever-increasing number of brands are utilizing LinkedIn promoting to association, interface, and sell. There are LinkedIn business tools accessible for each business size and type, from little to enormous and B2B to B2C. This unit will tell you the best way to utilize LinkedIn for business, outfit you with the best instruments, and assist you with taking advantage of your LinkedIn marketing techniques.

LinkedIn allows you to-

- Create Profile – In a personal profile, individuals can include their experience, work, and education.
- Have an online resume and business card where possible customers, clients, and joint endeavor accomplices can find out about and interface with you.
- Get online supports and suggestions for your expert capacities and character.
- Get associates with expected customers, clients, and partners.
- Create Groups – Groups can be created according to one’s interests. Groups can be open or closed as needed.
- Create Company Pages – This feature empowers you to make a LinkedIn page for your organization that representatives and those keen on your business can follow. On your organization page, you can give key data, share the most recent organization updates, connection to your RSS feeds, show your items and services (which can be suggested by LinkedIn clients) and offer professional openings within your organization.

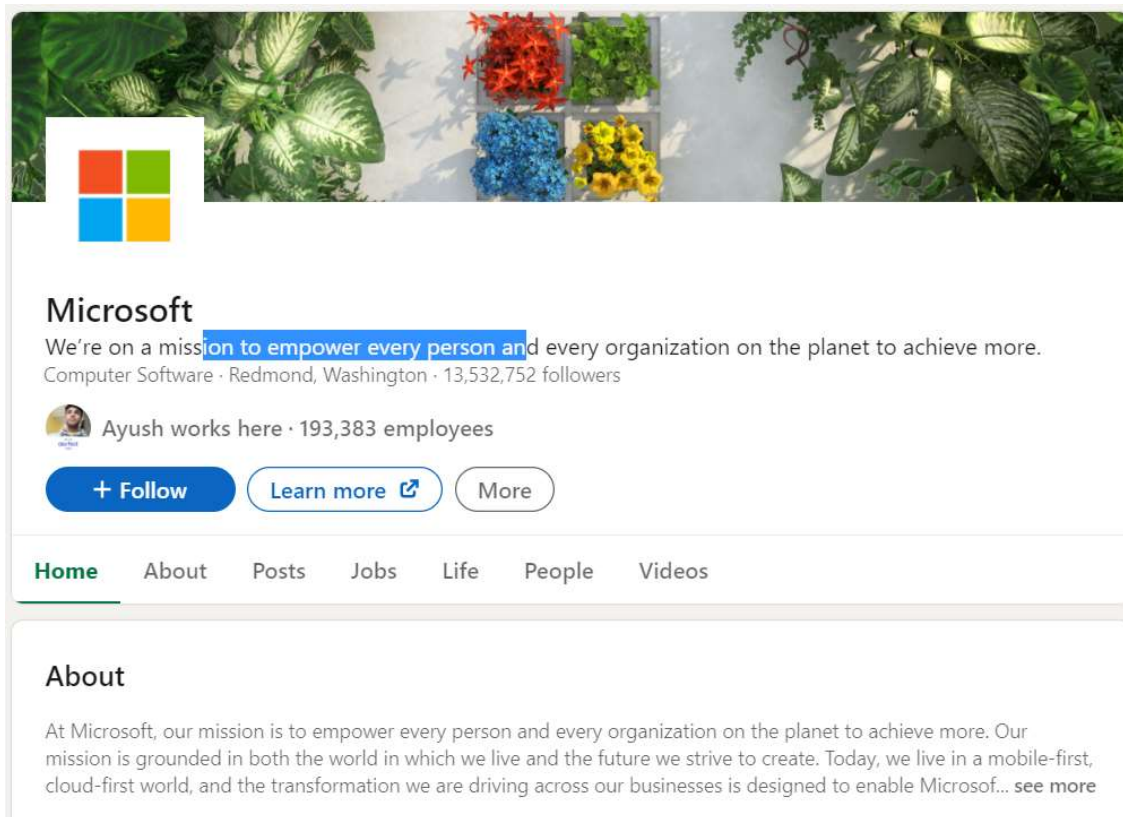
Organization updates are seen by followers on their landing page and they can either like, remark, or share the data. Your compass can be expanded by utilizing the LinkedIn share button on your site against significant substance, permitting people to share articles they find captivating with their expert organization.

At the point when an individual offers an article on LinkedIn, it shows up on their newsfeed and has a feature on LinkedIn Today where it tends to be seen by every one of the individuals who are following that particular story and it has the chance to be gotten and shared more. In

the following sections, we will check the details of how one can set the LinkedIn for business purposes.

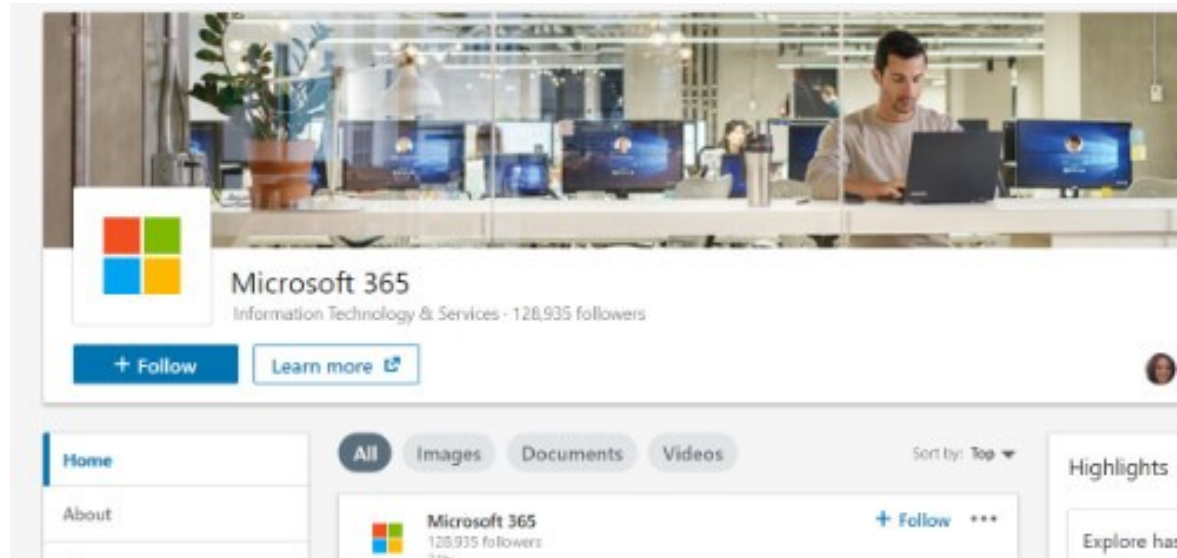
## 8.4 SETTING LINKEDIN FOR BUSINESS

We have already discussed how to set up your profile and business page on LinkedIn in the previous units. You can use your profile page for sharing your curriculum vitae or searching for new job openings. Companies can create a separate LinkedIn business page for marketing their product or post job openings, etc. For example, here is Microsoft's LinkedIn Business Page-



Merits of creating a business page on LinkedIn–

- Promote Your Products/Services – A business page on LinkedIn gives your organization another approach to advance your items or administrations. You can present your items/products, depict the advantages to your supporters, and offer links that direct to your website. A LinkedIn showcase page can also be created like a LinkedIn business page. This page is an expansion of your LinkedIn business page and can be utilized to highlight a specific brand, specialty unit, or activity. For example, below is the LinkedIn showcase page of the Microsoft Office 365 package.



- Easy way to find the right candidate for the job - With a LinkedIn business page, you can undoubtedly discover top ability for your organization. You can post a job and view LinkedIn profiles of expected possibility to locate the best counterpart for your business. Also, potential competitors can study your business and what it resembles to work for your organization by looking at your LinkedIn business page.
- Increase your business searchability - should have the option to discover your business on the web on the off chance that you need to be effective. A LinkedIn business page gives another approach to clients to find your organization on the web.
- Join with your Target Audience - Particularly for B2B organizations, a LinkedIn business page is the ideal method to interface with your intended interest group. You can interface with huge loads of entrepreneurs and experts on LinkedIn through posts, remarks, messages, supported posts, and LinkedIn InMail.

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## **8.5    *MARKETING YOUR BUSINESS IN LINKEDIN***

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There are several marketing tools available for LinkedIn to grow your customer. Here we are discussing some of the frequently used tools –

- **SocialPilot**

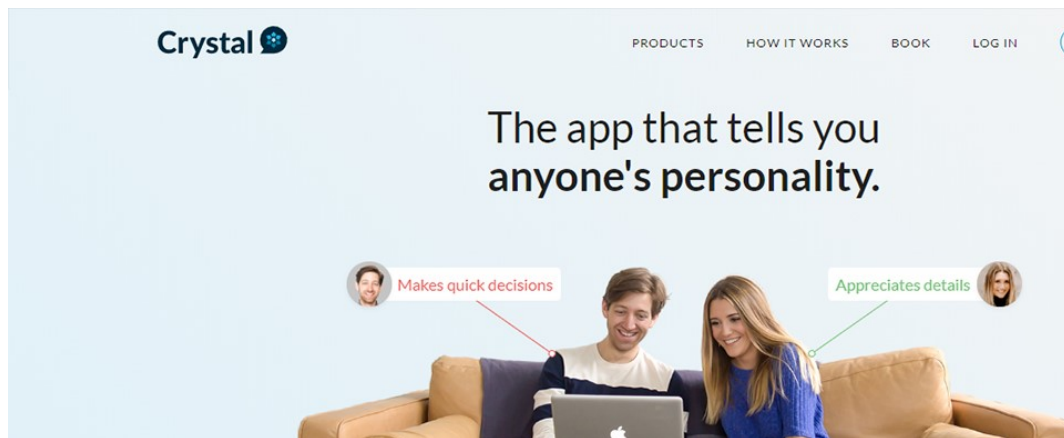




The image shows the top section of the SocialPilot website. At the top left is the SocialPilot logo. To its right are navigation links: Features, Solutions, Resources, and Pricing. Further right are 'Log In' and a 'Request Demo' button. Below this is a large blue banner with white text that reads: 'This is Everything you Need to Hit Your Social Media Marketing Goals at an AMAZING Price!'. Underneath the main text is a sub-headline: 'Powerful Publishing. Insightful Analytics. Seamless Collaboration. #growlikecrazy'. On the right side of the banner, there is an illustration of two people sitting at a desk with laptops, looking at a screen.

SocialPilot is one such LinkedIn advertising device that deals with all your LinkedIn showcasing prerequisites from mass planning posts, dealing with your online media group and its work, finding an applicable and astounding substance that drives commitment to set up your visual media campaigns.

- **Crystal**



The image shows the top section of the Crystal website. At the top left is the Crystal logo. To its right are navigation links: PRODUCTS, HOW IT WORKS, BOOK, and LOG IN. Below this is a large light blue banner with black text that reads: 'The app that tells you anyone's personality.'. In the center of the banner is an illustration of a man and a woman sitting on a couch, looking at a laptop. Two callout boxes with lines pointing to the man and woman contain the text 'Makes quick decisions' and 'Appreciates details' respectively.

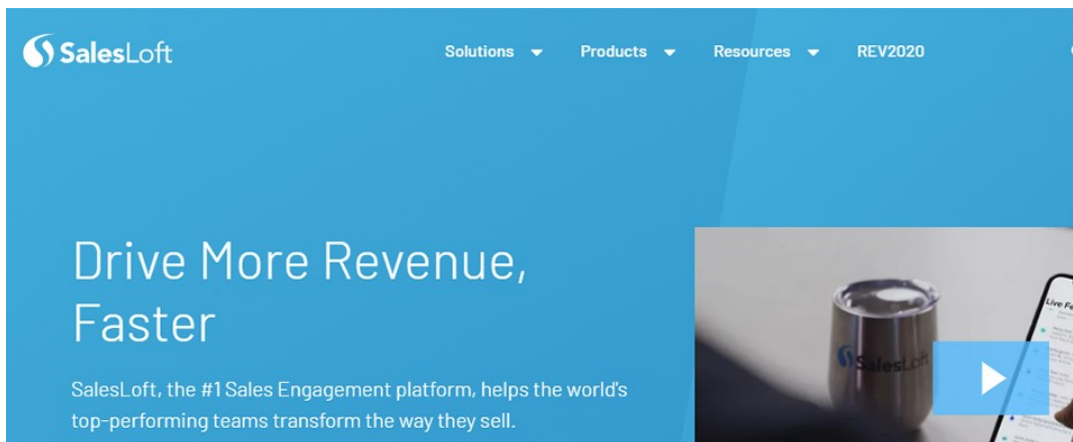
Crystal is known as the world's biggest character evaluation stage that encourages you to comprehend the character contrasts in yourself, your associates, and your clients. It encourages you to make correspondence, for example, messages such that it resounds with your possibilities. You can likewise utilize the tool to evaluate your proficient qualities.

- **LinkedIn Elevate**



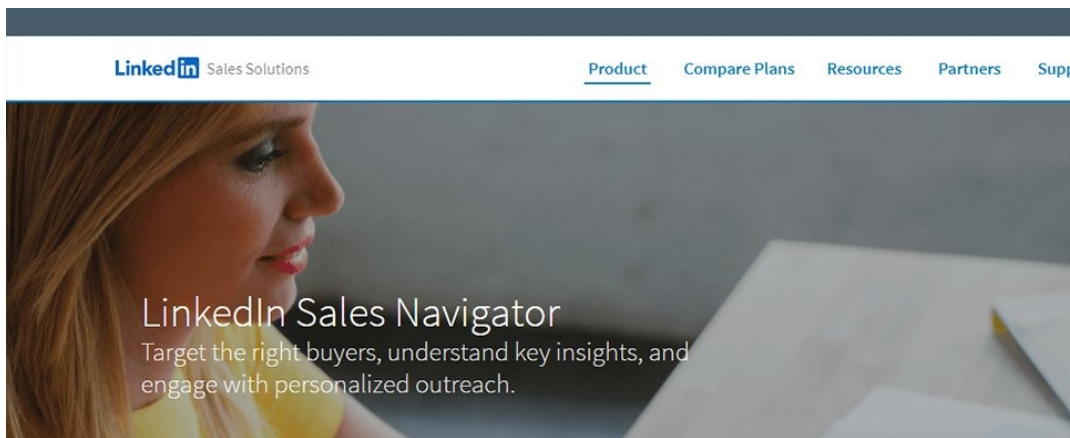
LinkedIn Elevate capacities as both a work area application and a portable application, look through news sources to discover a reliable and enlightening substance that can be booked and shared on your LinkedIn profile. This LinkedIn showcasing instrument causes you to save time with the goal that you can zero in on different parts of your advertising system.

- **SalesLoft**



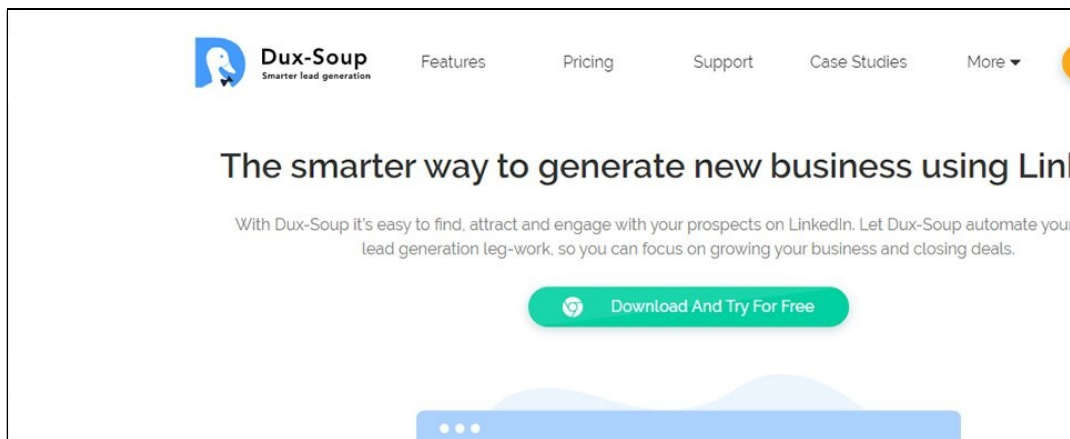
SalesLoft has lots of features that can be used by novice and experts. It incorporates various kinds of information across different channels, smooth out your work process, and comprehends your crowd for better focusing. This LinkedIn advertising gadget encourages you to customize your business methodology and gives information-driven outcomes to reveal to you where your business procedure ought to be going.

- **LinkedIn Sales Navigator**



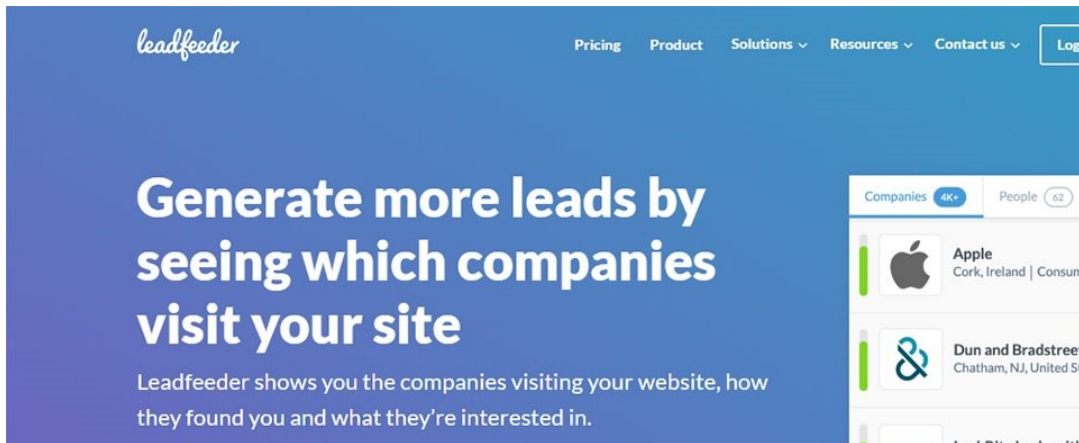
This tool finds important leads customized according to your business. It also gives you sales insights for making any decision.

- **Dux-Soup**



Dux-Soup is also used to get the prominent lead generation in LinkedIn. With the assistance of this tool, you can digitalize your prospecting work by having the portal see your possibility's profiles and follow their action just as send them customized messages and underwrite their abilities.

- **Leadfeeder**



Leadfeeder is site traffic following instrument that permits you to see which organizations or people visit your site and what they're keen on. You can interface it to your CRM, Analytics instruments, and email showcasing for improved information assembling and revealing. It can help in simple transformations as you focus on those leads that are searching for you.

In this time of web-based media and trend-setting innovation, utilizing the privilege of LinkedIn showcasing tools can give your business the correct push. Rather than wondering your group with an excessive number of tools, each serving restricted features, you need to pick an apparatus that handles all your online media prerequisites and ends up being a savvy arrangement.

## ***8.6 PROS & CONS OF USING LINKEDIN FOR BUSINESS***

Today LinkedIn is one of the best social media platforms. There are always advantages and disadvantages of the technology that you are using. Likewise, LinkedIn has its pros & cons.

### **Advantages of using LinkedIn for Business –**

- SEO profile of a business will improve – Through LinkedIn businesses can create content that can be directly shared on the websites and other social media platforms like Facebook or Twitter.
- LinkedIn provides an easy way to get updated about the industry – Recent trends in the industry can easily be seen through LinkedIn messages.
- LinkedIn has a cost-effective marketing model- LinkedIn provides a free basic account for building professional identity. It is cost-effective and provides various free features.
- LinkedIn provides tools for searching information about businesses – B2B, B2C companies can be searched in LinkedIn without much effort. The business portfolio tells you all the information about the particular company.
- Fast way to establish personal trustworthiness – LinkedIn provides the way to offer testimonials regarding day-to-day activities. Any data can be shared for the betterment

of the company or personal profile. Relationship building can be achieved through it very easily.

- Enhances visibility across media platforms – If you want to get noticed on online media then LinkedIn is for you. Visibility enhances your percentage of getting recognized by recruiters.

#### **Disadvantages of using LinkedIn for Business –**

- Big results are not seen as a fortnight. You have to be patient in the starting phase as it takes time.
- Networking is somewhat restricted in LinkedIn as compared with other social media.
- LinkedIn for Business permits others to embrace individuals and the abilities which they have, however, somebody who is new to the site won't have any supports whatsoever. This implies there might be no ensures that the organization your shaping is going to be helpful.

The upsides and downsides of LinkedIn for Business show that it tends to be an exceptionally helpful turn of events and effort measure. Hence, we can see that LinkedIn for Business has some positive advantages that make it a charming stage for brand/profile building. It additionally has some particular hindrances which should be tackled to if the maximum capacity of what LinkedIn can do will be accomplished.

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### **8.7 POINTS TO REMEMBER**

- LinkedIn is a social media platform explicitly intended for vocation and business experts to the interface.
- With more than 722 million individuals, an ever-increasing number of brands are utilizing LinkedIn promoting to association, interface, and sell.
- Companies can create a separate LinkedIn business page for marketing their product or post job openings, etc.
- A business page on LinkedIn gives your organization another approach to advance your items or administrations
- Through LinkedIn businesses can create content that can be directly shared on the websites and other social media platforms like Facebook or Twitter.

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### **8.8 GLOSSARY**

- **Update** – Status updates and content that you post.
- **Profile** – Similar to a resume, you add information about you and your job history.
- **Company Page** – A place for businesses to include information about their business and create updates about their business and their industry.

- **Mention** – Just like Facebook and Twitter, you can mention others in your LinkedIn updates.
- **Connection** – An indicator that you and a person are connected to each other.
- **1st Level**– Someone you are connected with on LinkedIn. You have either sent them a connection request or they have sent one to you.
- **2nd Level**– Someone that is connected to one of your 1st level connections.
- **3rd Level**– Someone that is connected to one of your 2nd level connections.
- **Degrees** – This shows you how you are connected to a person even if it's through a number of people.
- **Invitation** – Invite someone to join your network and connect with you.
- **Introduction** – A way to introduce yourself to those you are not currently connected to.
- **Groups** – These can be public or private, and can be created by an individual or company. It allows users to come together and talk about a specific subject on one page.
- **Network** – Your connections which also includes the connections of your connections.
- **Recommendation** – A way to recommend a friend/colleague, based on their professional experience, to anyone who views their profile.
- **Influencers** – Key and influential people in your industry that can provide you with great content.
- **LinkedIn Today** – A source for all of your industry news in one place.

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## 8.9 CHECK YOUR PROGRESS

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### Descriptive Type Questions-

- a) How to get more connections on LinkedIn?
- b) Why one should create a LinkedIn account for his business? Explain in detail.
- c) List the major benefits of Advertising business on LinkedIn.
- d) What is a Group on LinkedIn? Explain with an example.
- e) Differentiate between a 1<sup>st</sup> level and 3<sup>rd</sup> level Connection?
- f) What are the pros and cons of using LinkedIn for marketing?

### Objective Type Questions-

- a) You can't get a company or other LinkedIn user to see your status updates. (True/False)
- b) In a personal profile, individuals can include their experience, work, and education. (True/False)
- c) There are only closed groups in LinkedIn. (True/False)
- d) ..... is an indicator that you and a person are connected to each other.
- e) A LinkedIn showcase page can also be created like a LinkedIn ..... page.

### Answer (Objective Type Question)-

[a] False      [b] True      [c] False      [f] Connection      [g] business

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## **8.10 BIBLIOGRAPHY/ REFERENCES**

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- <https://blog.hubspot.com/blog/tabid/6307/bid/23454/the-ultimate-cheat-sheet-for-mastering-linkedin.aspx>

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## **8.11 SUGGESTED READINGS**

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- The LinkedIn Lead Gen System, Raja Imam.
- Leveraging LinkedIn To Find Quality Jobs During These Covid Times, Soda Yule Zero.
- LinkedIn for Business, Matteo Romano.

## UNIT- 9

### VIDEO CHANNEL MANAGEMENT (YOUTUBE)- TOOLS AND ACTIVITIES- I

9.1	INTRODUCTION
9.2	OBJECTIVES
9.3	YOUTUBE CHANNEL: AN OVERVIEW
9.4	BENEFITS OF YOUTUBE CHANNEL
9.5	TYPES OF YOUTUBE CHANNEL
9.6	YOUTUBE MARKETING: OVERVIEW
9.7	CHANNEL MANAGEMENT
9.8	POINTS TO REMEMBER
9.9	GLOSSARY
9.10	CHECK YOUR PROGRESS
9.11	BIBLIOGRAPHY/ REFERENCES
9.12	SUGGESTED READINGS

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### **9.1 INTRODUCTION**

YouTube is a video-sharing platform which was started on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, former employees of the PayPal. Its Headquarter in San Bruno, California. The first YouTube video ME AT THE ZOO was uploaded, and Google announced it was paying \$1.65billion for the service. YouTube is a platform where user can watch, share, upload, like and comment the videos. It was officially launched in December 2005.

Now YouTube is most popular site and application, with user watching around 6 billion hours of video every month. Features of YouTube are following:

- User can upload videos, comments and make a playlist.
- User can create a personal YouTube channel
- Like, comment and share other videos.
- User can subscribe another channel.



- YouTube is used around in 81 countries and available in 76 languages.

## The Massive YouTube Ecosystem



YouTube is so popular because you can find number of videos and all the content is user-generated. On an average, 100 hours of videos are uploaded to YouTube every minute, so there's always something new to watch! And YouTube isn't a one-way street you can jump in, record and share your own videos, and become a part of the community.

And other video sites have decent levels of traffic, most businesses could start today on YouTube and do fine because it's far from saturated. Many businesses are actually investing in YouTube marketing.

Now a days person knows how to do the smart business. If you've been considering marketing on YouTube, or you've just started and haven't really found your feet, this course is especially for you. You want to build a successful YouTube channel? Then organize all your ideas at one place. This course will tell you all the key components of creating a YouTube channel, how to get views, and those views will lead to subscribers and sales for your business.

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## 9.2 OBJECTIVES

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After the successful completion of this unit, you will be able to-

- Explore the types of YouTube channels one can create.
- Define the benefits of having a YouTube channel for business purposes.
- Understand YouTube channel management.

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## 9.3 YOUTUBE CHANNEL: AN OVERVIEW

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Channels are one of the coolest parts of YouTube, that provides quick access to all videos. YouTube channel is a spotlight for uploading video, comment, or to make playlist. However, without YouTube channel you have no public presence. YouTube channel is like a homepage, where user can organize the videos or arrange the playlist. User can customize their channel with logos, graphics, pictures and text description.

With help of Google Account, you can watch the videos and subscribe the channels. However, without a YouTube channel, you have no public presence on YouTube. Even if you have a Google Account, for upload videos, comment, or make playlists you need to create YouTube channel. You can create your channel on either the YouTube mobile site or YouTube website.

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## **9.4 BENEFITS OF YOUTUBE CHANNEL**

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As we know social media post are not enough for growing a business, we need new strategy for increasing a traffic towards our website. YouTube introduce new strategy for promoting business through attractive videos at low cost or free. Benefits of YouTube Channel are:

- If you post a video on your channel, it automatically finds on Google.
- As YouTube is the second largest search engine, through which audience can easily reach you, by creating attractive videos or advertising their business on other people channel.
- It helps to enhance the talent of the any artist.
- The content never dies, you can re-purpose content you have already created. Using YouTube for business can help you to re-purpose content you've already created without wasting lot of time or invest on expensive equipment's.
- Through YouTube advertisement, you can reach a worldwide user.
- Videos are better to attract user.
- YouTube is an easy platform where user can upload videos and manage their account.
- You can associate your domain name with YouTube channel.
- YouTube viewer sees your video ad in another video and clicks on it.

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## **9.5 TYPES OF YOUTUBE CHANNELS**

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YouTube platform provides users to create different types of channels. Anyone can create a video about any topic. Though it can be classified in following categories:

- **ANIMATION:** YouTubers can create entire animated stories using self-made digital images and dialogues. The youtubers publish short videos that each depicts a story. These videos include poems and comic stories for kids.
- **BEAUTY:** Beauty YouTubers are known for their expertise on the subjects of makeup and skincare routine. As trendsetters within the beauty industry, they often set a precedent for what brands and products will be most popular. Mostly beauty youtubers are self-

taught and viewers value their skills and candid opinions about the latest beauty products.

- **COMEDY:** Comedy YouTubers are known for poking fun at everyday human problems, create original characters, skit and publish their content with the intention of making people laugh. They separate the content according to the topic and top comedy YouTubers are self-deprecating and have excellent observational skills.
- **COOKING:** Many YouTubers specialize in one specific cuisine or type of food. They teach viewers how to prepare meals through guided tutorials. Other creators focus on easy to prepare meals, extravagant meals and healthy meals. They are an excellent source of new recipes.
- **DAILY VLOGGERS:** Daily vloggers are some of the most consistent creators on YouTube, publishing a video every day. They mainly use two camera angles to capture their daily life where one camera faces the outward and the other is selfie style. It includes two abilities to create a vlog that's the ability to create a compelling storyline out of seemingly ordinary events and the ability to provide engaging, improvised commentary as they film. The best daily vloggers feel like close friends.
- **DESIGN AND ART:** Design/art YouTubers are those that create videos showcasing their art expertise and help others to improve their artistic skills. Creators within the group explore many different mediums, including traditional drawing, digital drawing, graphic design, and painting.
- **DIY:** DIY (Do It Yourself) YouTubers teach viewers how to make customized items instead of buying them ready-made. A DIY video might teach audiences how to embellish their jeans, decorate their phone case.
- **FASHION:** These YouTubers fit in the fashion category specialize in clothing and accessories. Fashion YouTubers create content in line with their personal style, such as classic, eclectic, or modern.
- **GAMING:** Gaming YouTubers are those that create content focused on video games. They help viewers improve their skills and provide entertainment to a gaming-focused audience. The video format most commonly produced by gaming YouTubers is the let's play video. This is when a YouTuber records their screen while playing a video game and provides additional commentary.
- **HEALTH AND FITNESS:** These YouTubers detail their workout routines and diets for audiences in an effort to inspire others to lead a healthier lifestyle. Some post full-length workout videos that viewers can take with them to the gym or complete in the comfort of their own home. Others post short clips that guide viewers through quick workouts or new exercises.

- **MUSIC AND DANCE:** YouTube musicians, dancers, singers/songwriters, Choreographers comes under this category. Those who specialize in music usually publish either covers of popular songs, original compositions, or a combination of both. Creatives in dance often share choreographed routines and dance tutorials. YouTube has launched the careers of many stars and has become a destination for discovering new talent.
- **PRANKS/CHALLENGES:** YouTube creators that specialize in pranks and/or challenges shock and humor audiences. Prank YouTubers do so by tricking friends and bystanders. Challenge YouTubers attempt daring feats, like eating unusual foods. Prank/challenge videos are often the most watched and shared videos on YouTube. This kind of YouTuber publishes content that appeals to people of all ages and backgrounds.
- **PRODUCT REVIEW:** There is a clear trend, nowadays, for people to turn to the internet when they are considering making a purchase. They want to discover what other people think about products that interest them. These YouTubers specialize in the ratings, review, quality and everything about the product.
- **SPORTS:** YouTube hosts a collection of professional sports highlights, hilarious sports blunders, and even motivational sports videos. Creators within the sports category celebrate the topic of athletics, and either post videos focused on a specific sport or many.
- If a sports YouTuber focuses on a single sport, content might include product reviews and skill tutorials. Other channels incorporate multiple sports by guest starring professional athletes and performing trick shots and challenges.
- **TECH:** Technology YouTubers build their following on the basis of one subject: technology. Tech YouTubers also have a strong eye for detail. Their knowledge of technology allows them to compare new technology to previous models and make critical judgments on the value of upgrades.
- **TRAVEL:** As YouTube has grown the platform has become a hub for first-hand travel and adventure knowledge. Previously, individuals relied primarily on websites and books to plan vacations.travel YouTubers divide their content according to location or attraction. Depending on the creator they might present their travel experiences through highlight videos or through detailed vlogs.

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## **9.6 YOUTUBE MARKETING**

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YouTube Marketing is the practice of promoting businesses and products on YouTube's platform, by uploading valuable videos on a company's YouTube channel or using YouTube advertisements. For online and offline Business owners and internet marketers, YouTube Marketing is an essential strategy to take advantage of the web's massive shift toward video.



The most effective tools of business lead generation are video marketing. YouTube marketing is a tool for brands. That's why we've created this complete guide for YouTube pros. Video has proven itself as one of the best-performing forms of content, and just because you're creating them for YouTube doesn't mean that you can't repurpose your videos. By video marketing you have a better chance to promote your business sales. Marketing on YouTube means marketing on other social platform.

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## **9.7 CHANNEL MANAGEMENT**

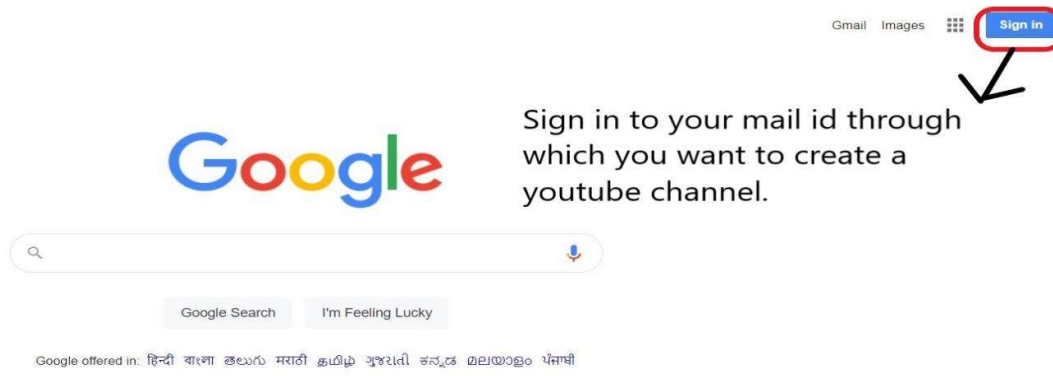
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YouTube is an easy and robust way to increase the business reach to millions of users across the globe. So, the YouTube channel must be properly managed to engage its subscribers and provide the best content to its users.

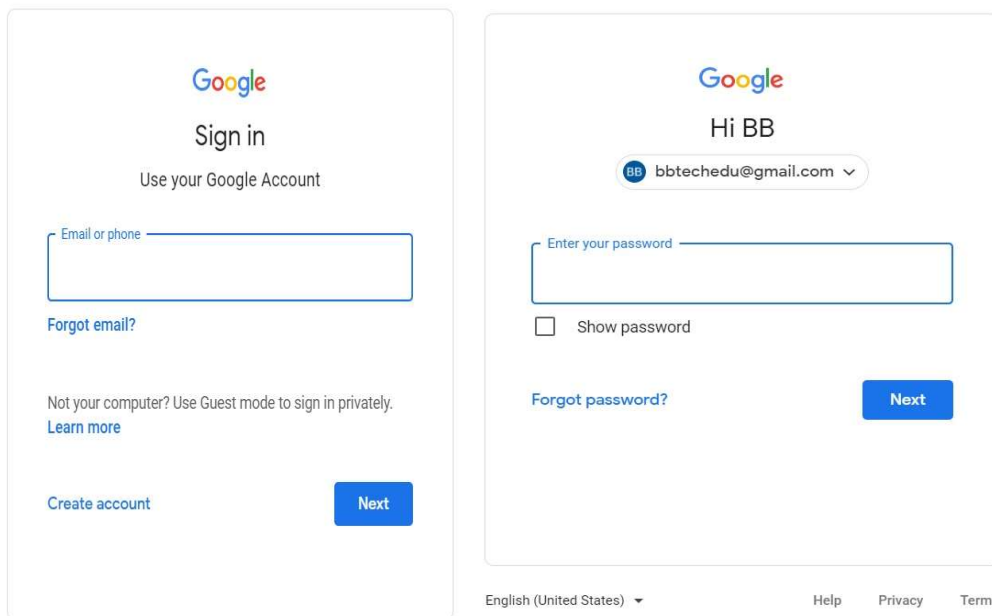
### ***Creating A Channel***

To create a channel on YouTube, you must have an account on google. Here are the steps to create a YouTube Channel:

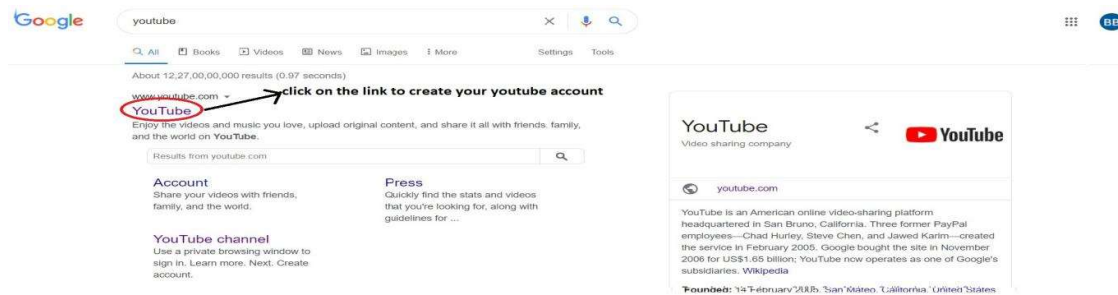
- Sign in to your Google account

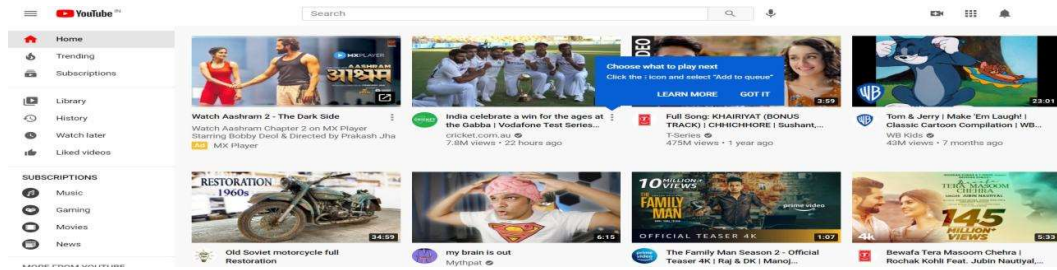


- After clicking on sign-in button, this page will open. Here you must add your email address and password

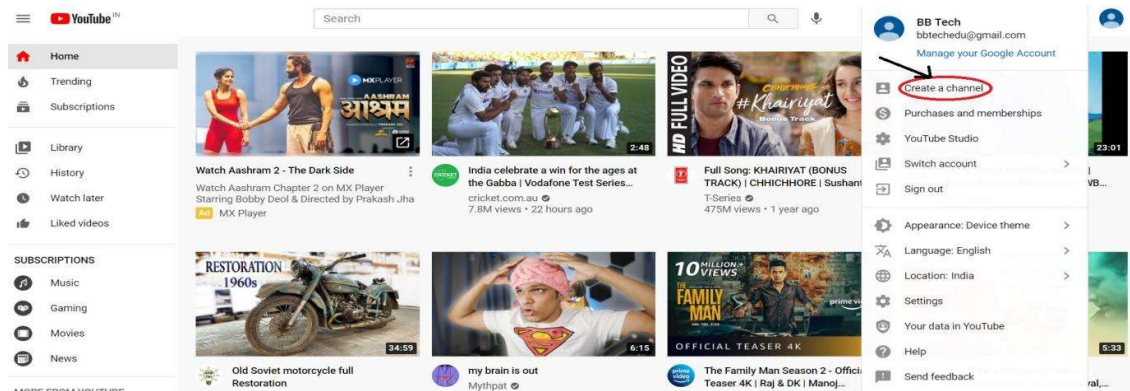


- After sign-in, click on the YouTube link through google chrome.

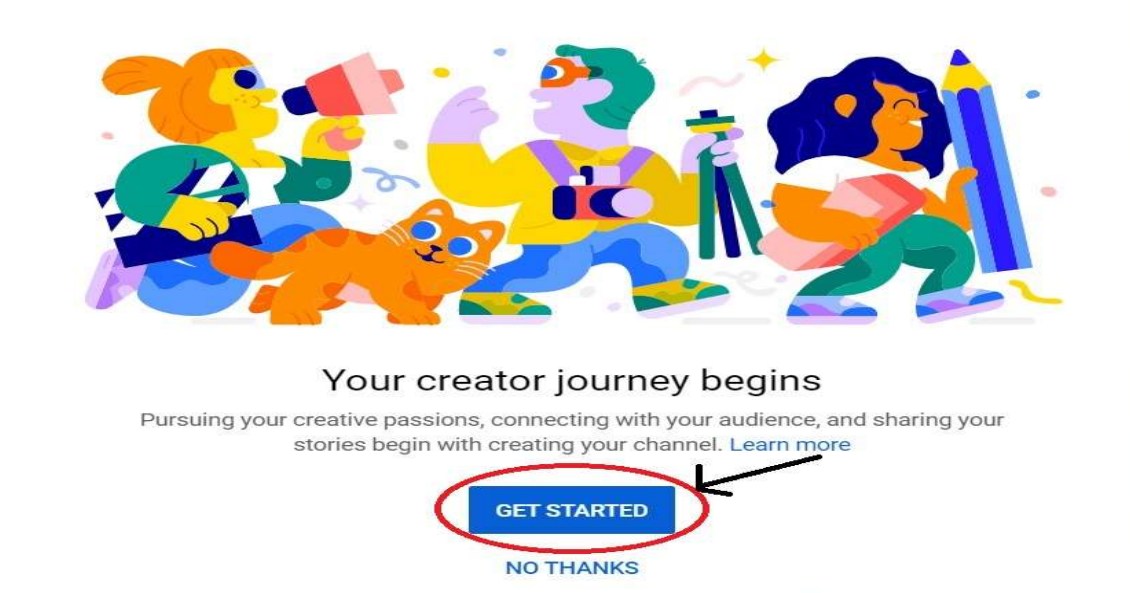




- Select the “Create a channel” option.

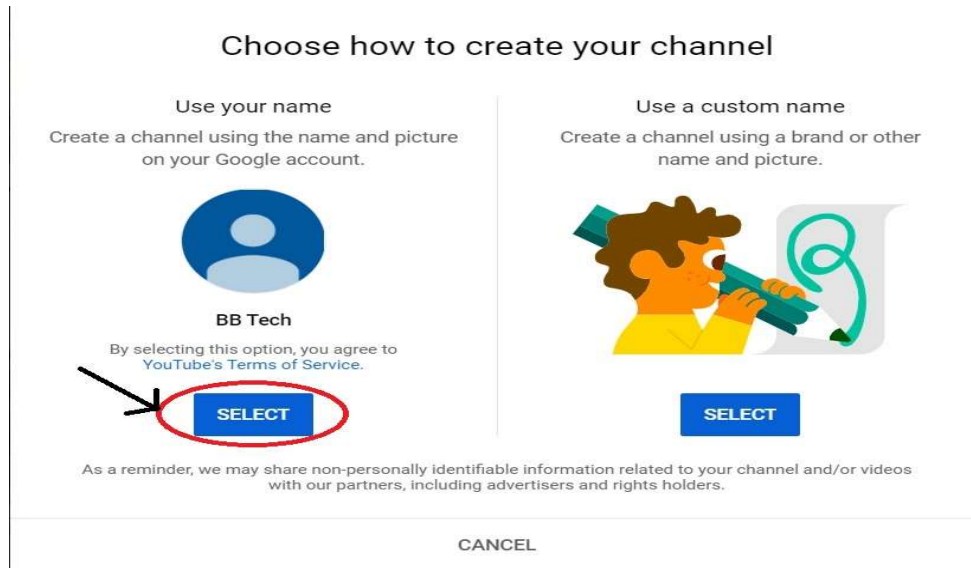


- After clicking on Create a channel button, this page will be displayed.

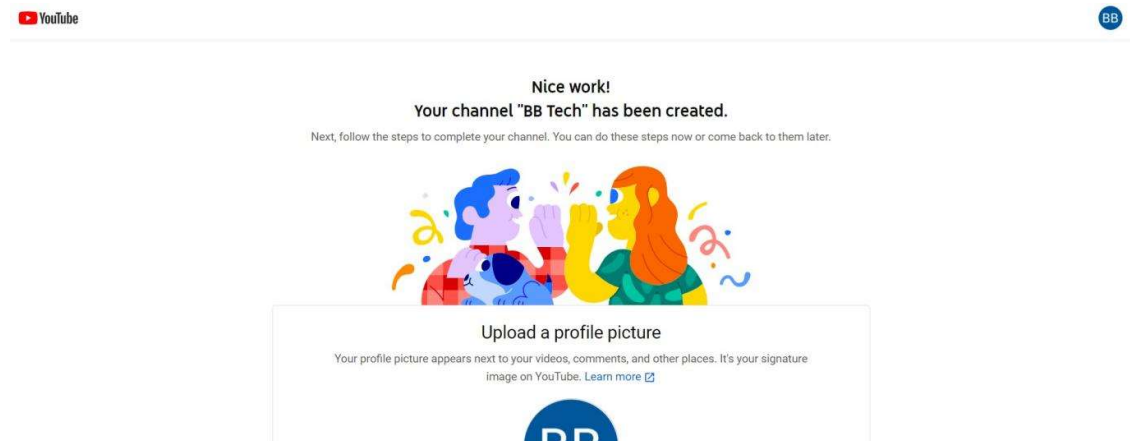


- After clicking on “Get Started” button, you’ll get two options for your channel name. From where you can any option





- After choosing the option of “Use your name”, this page will be displayed.

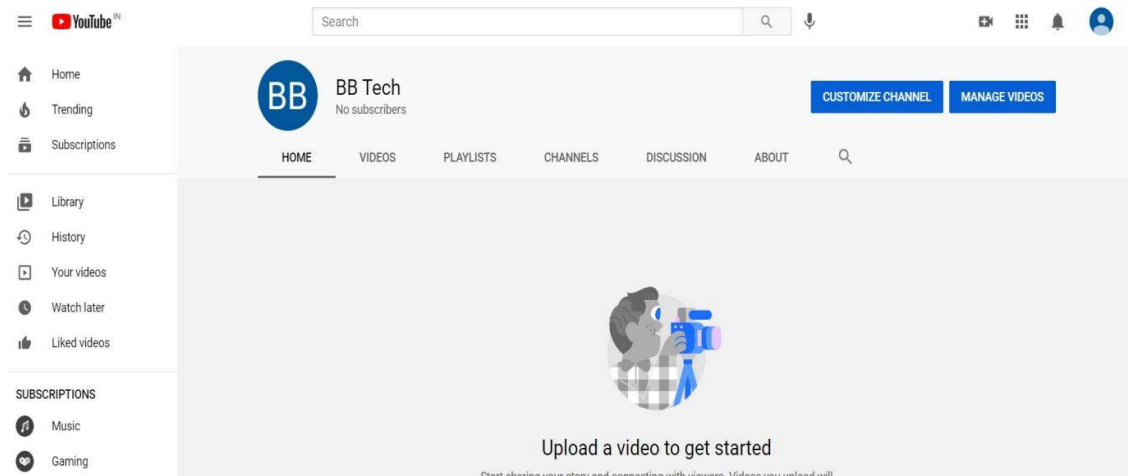


- And that's it. Your channel has been created as “BB Tech”.

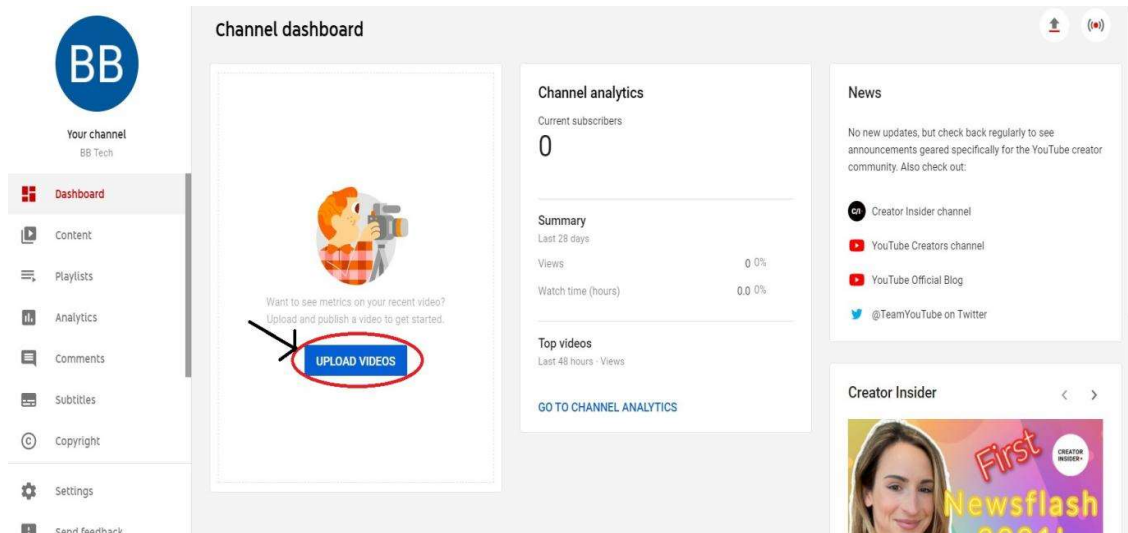
### ***Upload A Video-***

Now it's time to upload quality video on your YouTube channel.





Click on the “upload videos” button to get started.



**Choosing A Video Title-**

Video title is an essential part of every YouTuber before uploading their video. In today’s era, having a good content and uploading quality videos alone does not give an audience. You really need to focus on the video SEO parts like title, tags, thumbnails and description of the video before uploading it to pull the audience.

A video title is piece of short and sweet information about your video. So, YouTube can understand what kind of video you are producing and who’s your target audience. The title is the part that your audience sees before the video. Here the viewers decides whether to play the video or not. The best title can make the video best.

**Video Thumbnail-**

Video thumbnail is basically the cover photo that represents your video on YouTube. It is called thumbnail because a small version of this graphic will show up in the recommended videos and

other search areas of YouTube. Because thumbnail is the part of the video that the viewer sees first, it is important for thumbnail to be attractive. If the thumbnail is attractive then the viewer will definitely click on it.

### ***Video Channel Description Box-***

Descriptions can convey valuable information to the user which helps viewers to find your videos in search results and understand what they'll be watching and its purpose. Most of the brands, vloggers, or other less-formally produced channel skip the description box as unnecessary. But the truth is that description box is crucial player in your YouTube marketing strategy. As description box contents (along with your titles, tags, and captions) help YouTube to determine if and where your videos rank on search or as related videos.

A well-written content with the right keywords can boost views and watch time because they help your video to appear in search results. Your description should be written before the video is made public. Before uploading the description, you should know that 5 lines of description are essential. The first two lines are displayed next to your video in search and when posted on social media.

### **How to write an attentive. Eye catching YouTube Channel Description?**

- Include the keywords. A keyword is the main phrase you try to rank a video.
- Tell the viewers what your channel is, describe the main benefits.
- Include hashtags, it makes easier for other viewers to seek out related videos.
- Use simple words or natural language to describe your channel.
- Ends with strong CTA (Call to action), ask the user for subscribe, or turn on notification.

### ***Deleting A Video-***

YouTube clearly says, there is no way to undo this permanent action. Not only you will lose all of the comments and engagement from that video, but the most crucially, you will lose all of the views and Watch Time from that video. Deleting a video through YouTube website

Step 1 Sing in to your YouTube site, if you want to delete a video.

Step 2 Click on YouTube Studio button located towards the top-right corner of your screen, and then click on Videos.

Step 3 Check the boxes beside the videos which you want to delete.

Step 4 Click the action drop-down select delete.

### **Deleting a video through YouTube application**

**Step 1** Open the app and select located towards the top-right corner of your screen, and then click on Videos.

**Step 2** Select the *My Video* from the pop-up options.

**Step 3** On right side of each video, there will be a menu icon looks like three dots, tap on menu icon video which you want to delete. Now, tap on *Delete* option from the menu.

### ***Marketing Skills-***

YouTube is quickly becoming a key means for people to satisfy their information and entertainment needs, businesses that fail to include it in their online marketing strategy. Some tricks to promote your videos:

- **Complete your channel profile:** Make sure you have completed your YouTube channel profile. Write an attractive channel description and add a way for viewers to contact you so they can learn more about your business and contact you.
- **Thumbnails:** Many of us is not using while creating video, but thumbnails can have a big impact. Videos with a catchy title and appealing thumbnail usually rank higher. To get CTR (click to rate) you should use some highlighted areas, arrows, large text, and unexpected or unusual images.
- **Promote Your video on social media and other platform:** The more you will active on different social media platforms, the more audience you'll capture. Social media is another way to promote your channel, you can share your videos link on Facebook, on twitter, LinkedIn and many more platform. You can also post your full video on your blogs.
- **Connect with your audience:** It's not only important that YouTube is a social media channel, and therefore demands social interaction. Just not dump some videos on YouTube, blast them on social media and walk away from them expecting they will automatically generate more business for you. Your work is not ended by posting a video, without encouraging comments and discussion, you're missing a trick. Help your viewers, read the comments to improve your videos and show them that you value their opinion.
- **Upload videos based on keywords playlist:** It's important to select your keyword before you build your video content. It helps you to construct the best information around that specific topic and remember to include your keyword naturally throughout the content. This is best way to rank in search engine.
- **Brand your channel:** The branding of your channel is important since it represents your business and provides a great opportunity to add some identity to your channel. It focus on your content.
- **Constantly uploading:** You need to increase your posting frequency to at least one video in a week. Today's smartphones offer excellent video recording ability, and tools such

as Animoto make editing videos easy for anyone, so you don't need a design firm. It engaged followers and subsequently. advocators of your brand!

### ***SEO For Video-***

YouTube is one of the top search engines in the world, which is one of the reasons why it's such an attractive promotional tool for businesses. If you take the time to optimize the video and content of it on regular basis, you can reach to your targeted audience. Some factors to ranking your video on YouTube are:

- Title of your video: By giving title to your video be specific and use relevant keywords that allow your YouTube viewers to identify your video for relevant searches. You can use 100 characters, and you can change your title if you it's not performing well.
- Keywords: Use relevant keywords, that describe your channel.
- Tags: You need to add tags according to Google research tags.
- Audience watch time: Your total video watch time also counts towards your ranking.
- Likes/Dislikes: This is a important factor for your videos, if your videos get more likes it lead to a better ranking.
- Comments: It your video inspiring a lot of comments, it may be good.
- Subscribers: The more subscribers you have on your channel, the higher YouTube will rank your individual videos. To attract subscribers, produce good quality of videos and ask viewers to subscribe.

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## ***9.8 POINTS TO REMEMBER***

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- YouTube is a video-sharing platform which was started on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. Its Headquarter in San Bruno, California.
- YouTube is the second largest search engine. It is a platform where user can upload a video, make playlist, likes, comments and manage their account.
- YouTube plays important role to promote your business and attract the user world-wide. You can create different types of channels.
- YouTube Marketing is an essential strategy to take advantage of the web's massive shift toward video.
- YouTube marketing skills is a key mean for user. You should follow all skills to promote your YouTube channel.
- If you take the time to optimize the video and content of it on regular basis, you can reach to your targeted audience.

- You really need to focus on the video SEO parts like title, tags, thumbnails and description of the video before uploading it to pull the audience.

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## 9.9 GLOSSARY

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- **SEO:** Search Engine Optimization.
- **CTR:** Click to Rate
- **CTA:** Call to Action

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## 9.10 CHECK YOUR PROGRESS

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### Descriptive type questions-

- List the benefits of YouTube channel in terms of promoting your products/services.
- What types of marketing skills help you to promote YouTube channel?
- Define in short, the various types of YouTube channels.
- How SEO is useful for YouTube?
- How can you create YouTube channel? Write the steps.

### Objective type questions-

- The title of the videos can be change. (True/False)
- YouTube is the fourth largest search engine. (True/False)
- CTR stands for Control to Rate. (True/False)
- YouTube is less popularly used for business world. (True/False)
- One cannot create and manage his/her YouTube channel without paying. (True/False)

### Answer (Objective Type Question)-

[a] True      [b] False      [c] False      [d] False      [e] False

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## 9.11 BIBLIOGRAPHY/ REFERENCES

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- YouTube for Beginners, By Chandal Nolasco da Silva.
- YouTube channels: content analysis of educational videos, by Mariana Martinho (University of Averio), Marta Pinto (University of Porto).
- The Complete Guide to Building a Successful YouTube channel (<https://www.quicksprout.com/>)
- <https://www.tutorialspoint.com/>

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## 9.12 SUGGESTED READINGS

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## UNIT- 10

### VIDEO CHANNEL MANAGEMENT (YOUTUBE)- TOOLS AND ACTIVITIES- II

- 10.1 INTRODUCTION

---

- 10.2 OBJECTIVES

---

- 10.3 VERIFYING YOUR YOUTUBE CHANNEL

---

- 10.4 PROMOTING A VIDEO

---

- 10.5 LICENSE OF YOUR CHANNEL

---

- 10.6 CREATE PLAYLISTS

---

- 10.7 TRANSCRIPTIONS

---

- 10.8 META TAGS

---

- 10.9 YOUTUBE LIVE STREAMING

---

- 10.10 YOUTUBE IN BUSINESS

---

- 10.11 ADVERTISING ON YOUTUBE CHANNEL

---

- 10.12 YOUTUBE PREMIUM

---

- 10.13 POINTS TO REMEMBER

---

- 10.14 GLOSSARY

---

- 10.15 CHECK YOUR PROGRESS

---

- 10.16 BIBLIOGRAPHY/ REFERENCES

---

- 10.17 SUGGESTED READINGS

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### ***10.1 INTRODUCTION***

As we earlier discussed, YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video services can be accessed on PCs, laptops, tablets and using mobile phones where Internet connection is mandatory. YouTube is the second most-visited website after Google Search, according to Alexa Internet rankings.

YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. Contents available on YouTube includes- video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, video blogging, short original videos, and educational videos.

Most content which is available on YouTube is generated and uploaded by individuals, but some media corporations including CBS, the BBC, Vevo, etc also offer some of their material via YouTube as part of the YouTube partnership program. Registered users can upload the videos on the YouTube while unregistered users can only watch the videos.

YouTube and selected creators earn advertising revenue from Google AdSense, a program that targets ads according to site content and audience. The vast majority of videos are free to view, but there are exceptions, including subscription-based premium channels, film rentals, as well as YouTube Music and YouTube Premium, subscription services respectively offering premium and ad-free music streaming, and ad-free access to all content, including exclusive content commissioned from notable personalities.

YouTube is a great place for discovering new things where one can freely watch videos, comedy shows, how to guides, recipes, listen music and many more. With several advantages and facilities there are some severe risks of using unsupervised/unguided YouTube, such as- watching/viewing inappropriate Content, Cyber bullying, etc. Cyberbullying or cyberharassment is a form of bullying or harassment using electronic means. Cyberbullying and cyberharassment are also known as online bullying.

Some of the key functions performed by users on YouTube are-

- Users can search for and watch videos.
- Create a personal YouTube channel.
- Upload videos to your channel.
- Like/Comment/share other YouTube videos.
- Users can subscribe/follow other YouTube channels and users.
- Create playlists to organize videos and group videos together.

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## ***10.2 OBJECTIVES***

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After the successful completion of this unit, you will be able to-

- Understand the YouTube Video Channel management.
- Know about advanced tools on YouTube.
- Identify best practices of using YouTube in Business.

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## ***10.3 VERIFYING YOUR YOUTUBE CHANNEL***

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One of the ways to gain instant credibility is to get a verification badge for your account. That little tick mark next to your name gives your channel a sense of legitimacy. It proofs your

channel has survived the early teething stages, fought its way through the content jungle, and earned official recognition from YouTube.

#### **A verification badge versus a verified account-**

Getting a verification badge and verifying your YouTube account are two very different things. When you first create a YouTube account, you are asked to add a phone number to get your account verified. This lets YouTube know you are a real person and not a spammer/bot.

Getting a verification badge is a little different. You know that little gray tick that sometimes appears next to a channel's name, that is your YouTube verification mark. When we talk about verification for the rest of this post, that is what we will be referring to. It is a mark of authenticity. It tells to visitors that, it is a real account associated with your brand. If someone ever change the name of the channel, he/she will lose his/her verification.

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### ***10.4 PROMOTING A VIDEO***

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In this digital era, we are surrounded by several hand-held, multi-media devices that can connect to the Internet and stream high volume content where one can listen music, take pictures, shoot videos, and view all kinds of content on their devices. Video Marketing is one of the most effective ways to reach out to the customers because video is so engaging and now affordable. Some of the things to popularize/promote your videos are-

- Optimize Your Content.
- Craft Effective Thumbnails.
- Do not forget about Search Engine Optimization (SEO).
- Use social media.
- Integrate it with other marketing platforms.
- Do not forget to share.

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### ***10.5 LICENCE OF YOUR CHANNEL***

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If you mean to ask how to you start earning by uploading videos on YouTube then you need to follow these 3 simple steps.

1. Enable monetization in your YouTube account and join the YouTube partner program. This will make sure that you earn money to play ads before your videos.
2. Second you need to have an AdSense account where you get paid for playing those ads.
3. After you have enabled monetization and set up an AdSense account you can turn on ads for eligible videos. Make sure that your videos are eligible for playing the ads before them.

If you follow these steps along with all the onscreen steps while setting up your account you are good to go.



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## ***10.6 CREATE PLAYLISTS***

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Playlists are an easy step when you are learning how to make a YouTube channel. Here are some basic instructions to create a YouTube playlist.

### **How to make a YouTube playlist?**

Step 1- Find the video you want in your playlist.

Step 2- Under the video, click the “Add to” button. (The three lines and a plus symbol.)

Step 3- From the dropdown menu, choose, “+ Create new playlist.”

Step 4- Enter the playlist name

Step 5- Choose the channel privacy settings: public, unlisted, or private.

Step 6- Click “Create.”

### **What is a YouTube playlist?**

A playlist is a group of videos created by you or someone else on your YouTube channel. Whether you are a YouTube viewer or creator, it is a way to organize videos with similar characteristics as per your choice.

For example, as an actor, I have a playlist of pop-up songs. I love to listen to when I need high energy before a performance. In the same way, I could create a playlist of YouTube videos. When I want to use YouTube for research and inspiration, I could create a playlist of actor interviews or auditions.

When you are building your YouTube strategy and exploring the channel, you will see that playlists donot just apply to viewers; they are essential for YouTube creators too. Without playlists, your channel looks blank, and you arenot giving your uploaded YouTube videos the maximum potential exposure.

### **The benefits of YouTube playlist for its creators-**

[a] Increased exposure in YouTube search results.

[b] Showing YouTube viewers your channel’s in-depth content/ value.

[c] Helping users to navigate and find YouTube videos.

[d] A source of content for YouTubers short on time.

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## ***10.7 TRANSCRIPTION***

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Many of us may not know, that YouTube comes with many useful features like translation for titles and description, YouTube keyboard shortcuts, etc. Similarly, there are ways with which you can transcribe YouTube videos. As nowadays, the speech recognition software have improved, where one can get a reliable automatic transcription that can be easily edited to perfection with little or no efforts. It is quite easy to transcribe YouTube videos as YouTube automatically transcribes most of the videos as soon as they are uploaded.

## How to transcribe YouTube videos?

There are two ways to do the same- (i) Copy/Paste YouTube transcript (ii) Transcribe with Google Docs.

### [i] Copy/Paste YouTube transcript-

Most of the YouTube videos are automatically transcribed using Google's speech recognition technology. There is also a chance that the owner of the video may have personally transcribed the video and made it available for the readers. Here are steps to do the same-

Step 1- Click on the **More** button below the video and select **Transcript** from the menu.

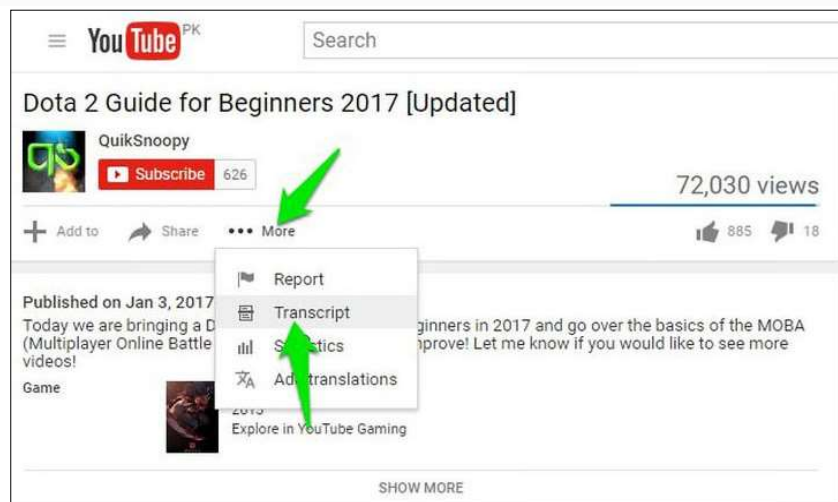


Figure 11.1 YouTube Transcript

Below you will be asked to select a language. Make your choice and you will see a “full transcript along with timestamps”.

Now “click and drag to highlight all the text” and press Ctrl + C to copy the text. You can paste this text anywhere and your transcript will be ready.

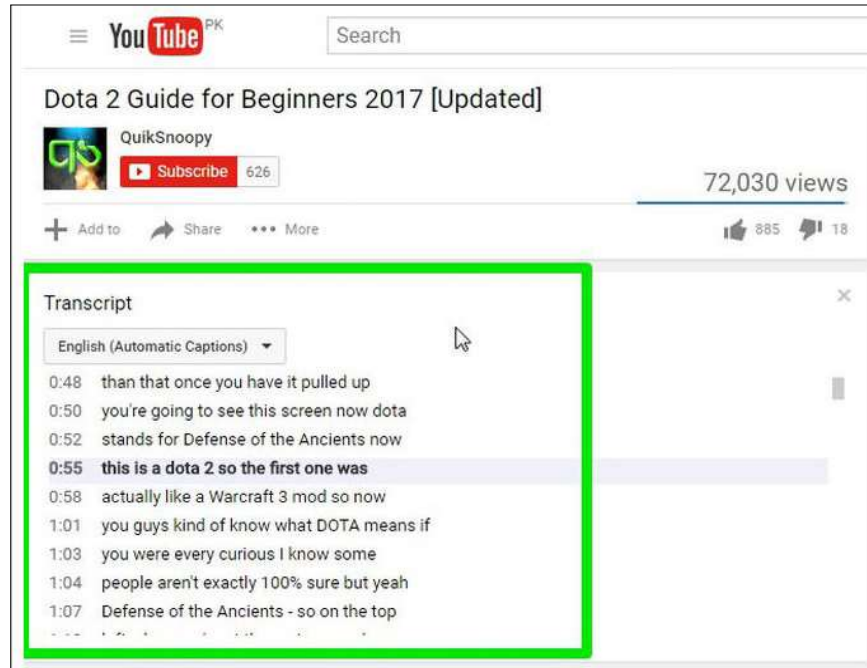


Figure 11.2 Transcript -2

YouTube automatically highlights words that it might have picked wrong which makes it easy to edit the transcript. Just click on the CC button in the YouTube player to enable subtitles and you will see the subtitles in white.

However, the subtitles with gray colour are the ones that might have some mistakes. You can see this to easily amend the transcription. Although do keep in mind that subtitles uploaded by the video owner will not have gray words.

### [ii] Transcribe with Google Docs

If you want to transcribe a video without an available transcript, then you can use the GoogleDocs built-in voice typing feature to listen to the video audio and automatically type everything. In order to have a good quality transcript, it is recommended to make the PC directly **listen to the audio coming out of its speakers**. Here is how to do it-

Step 1- In Windows, right-click on the sound icon in the taskbar and select **Recording devices**.

Step 2- Now select "**Stereo Mix**" from the list and click "**Set Default**" to set it as default source of recording.

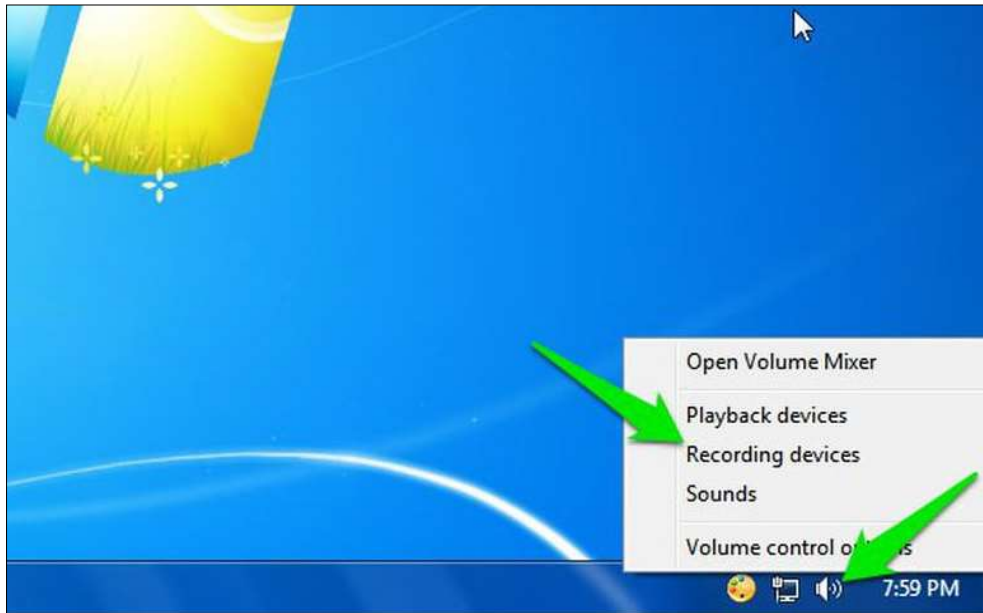


Figure 11.3 Recording setting

In case Stereo Mix option is not supported by your PC's sound card, then you can download and install the VB Virtual Audio Cable tool and get an alternative option in the same menu. After installing the drivers of the tool, you should see a "Cable Output" option in the same sound options. Select this option and then click " Set Default".



Figure 11.4 Recording setting-2

After this, your PC will listen to the audio coming out of the speakers for recording purposes. Now you just need to start Google Docs Voice typing and the required video simultaneously to start the transcription.

Step 3-**Open Google Docs in Chrome** or any other browser (Voice Typing isn't supported in non-Chromium browsers).

Step 4-Now create a new document and select "**Voice typing**" from the **Tools** menu on top.

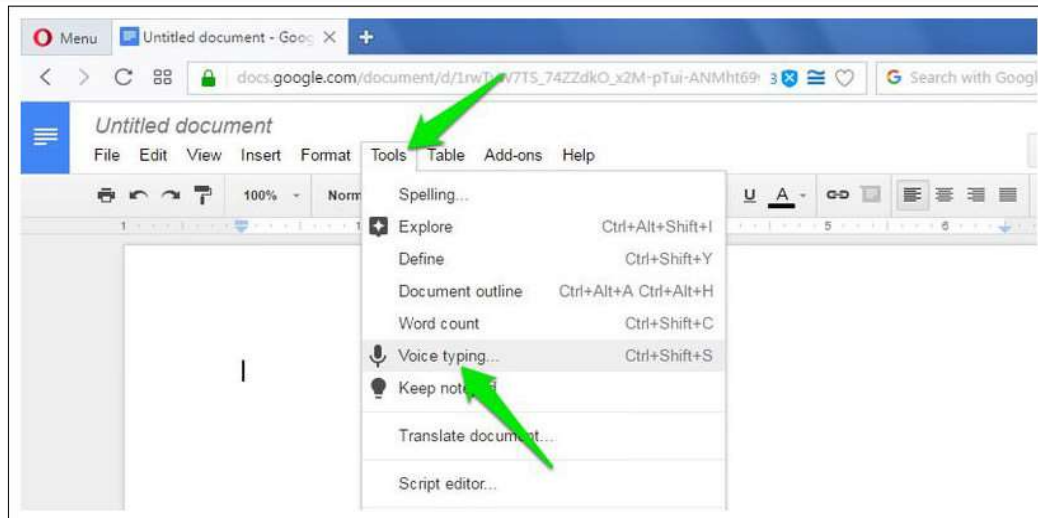


Figure 11.5 Voice Typing

Step 5- A tiny box will show up with a microphone icon in the middle. **Click on it to start recording.**

Step 6- Move to the YouTube video tab and **play the video**. Google Docs will automatically type when people will speak in the YouTube video.

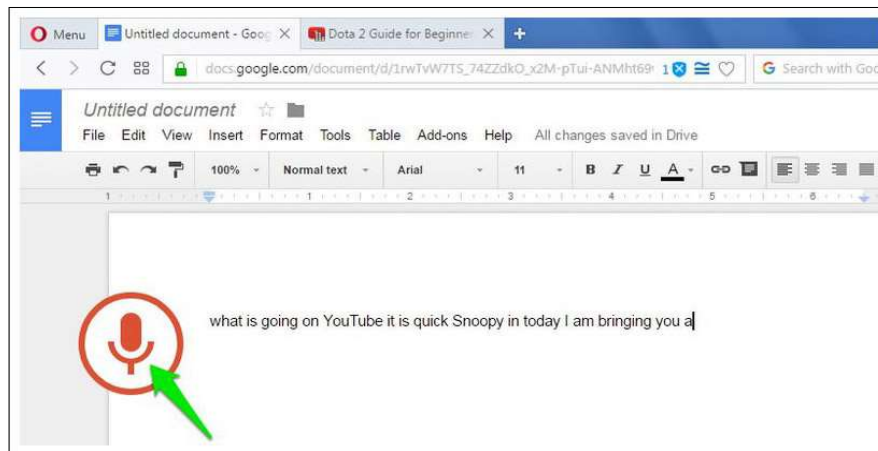


Figure 11.6 Voice Typing-2

Of course, **this process will take as much time as the duration of the video**, but at the end you'll have a good transcript of the video. Google Docs Voice typing also has **support for over 40 languages**, you can click on the Voice typing box menu to change the language. The resulted transcript should be as good as YouTube's own automatic captioning service as both use the same Speech Recognition technology.

## 11.8 META TAGS

YouTube tags are words and phrases that describe your video and provide more context to help people to find your content.

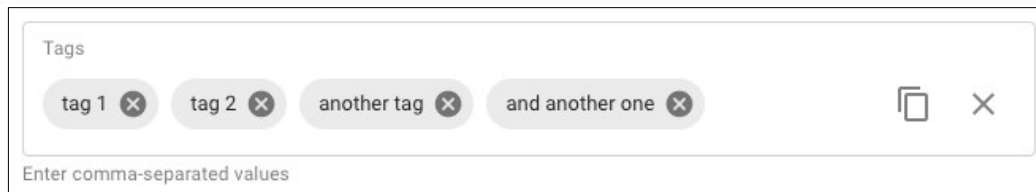


Figure 11.7 Meta Tags

### Why are YouTube tags important?

Your video's title, thumbnail and description are more important pieces of metadata for your video's discovery. These main pieces of information help viewers to decide which video they should watch.

“Tags can be useful if the content of your video is commonly misspelled. Otherwise, tags play a minimal role in your video's discovery.”

### How we add tags to our YouTube videos?

The process of adding YouTube tags to the videos is quite simple. We can add tags to each video no longer than 5 to 10 minutes. The steps are-

- Step 1- Set your primary target keyword as the first tag.
- Step 2- Add common, relevant keywords from top-ranking videos.
- Step 3- Add relevant keywords with search volume.

## 10.9 YOUTUBE LIVE STREAMING

### How to enable live streaming on YouTube?

Live streaming is disabled on new YouTube channels by default. Here are steps to enable it-

- a) First, verify your YouTube account. It is a simple process as discussed before.
- b) Enable live streaming via the channel features page, the “YouTube Studio live events page”, or the “Live Control Room”.
- c) Wait for 24 hours to activate live streaming on your account.

As long as there are not any live streaming restrictions on your channel, you can now live stream on YouTube through a web browser or streaming encoder. If you want to use a mobile device to live stream, there is an additional hurdle: your channel must have at least 1,000 subscribers. Annoying, but there are other ways of mobile live streaming out there.

### Four ways to live stream on YouTube-

You can live stream on YouTube through the following-

- Web browser
- Mobile device
- Software encoder
- Hardware encoder

### **How to live stream on YouTube: Web browser**

The easiest way to live stream on YouTube is straight from your web browser using a built-in or external USB webcam. A webcam might meet your needs if all you want to do is share your thoughts and engage with your audience in real time. It's also possible to live stream through your browser with a higher-end camera like a digital camcorder or DSLR. To do so, you'll need a USB capture card to bring the video signal into your computer. Then YouTube can recognize the camera as if it were a plug-and-play webcam.

Once you're all set with a camera, here's how to live stream on YouTube through your web browser:

1. Log into your YouTube account and click the "Create a video or post" button in the top-right corner of the screen.
2. Select "Go Live" from the drop-down menu.
3. If prompted, give YouTube and your browser any required permissions for live streaming (i.e., camera, microphone).
4. In the Live Control Room, ensure "Webcam" is selected in the navigation bar at the top.
5. Give your live stream a title, select a privacy setting (public, private, or unlisted), and choose whether you'd like to live stream now or schedule an event for later.
6. Click "More options." Select your camera and microphone from the drop-down menus if they aren't listed already.
7. Click "Advanced settings" to toggle chat, age restriction, and monetization (YouTube Partner Program members only).
8. Press "Next" and pose for a thumbnail. Mouse over the thumbnail to bring up options to take another picture or upload a custom thumbnail from your computer.
9. Hit "Go live."

That's it. Remember to press "End Stream" when you're finished. YouTube will automatically upload an on-demand version of the live stream to your channel so viewers who missed it can play it back. You can see and manage all your current, scheduled, and past live streams within the "Manage" tab in the Live Control Room.

### **How to live stream on YouTube: Mobile**

Mobile live streaming is ideal for spur-of-the-moment audience engagements and dynamic events where freedom of movement is key.

Once you've hit the subscriber threshold, though, live streaming to YouTube on a mobile device is pretty simple:

1. Download the YouTube app from the App Store (iOS) or Google Play (Android).
2. Open the app and press on the camera icon in the top-right corner.
3. Grant all the permissions YouTube needs for live streaming (camera, microphone, photos, storage).
4. Select "Go live."
5. Choose to record with your phone's camera (camera icon) or what's on your display (phone icon).
6. Set a title for your stream.
7. Press "More options" to add a description, toggle live chat and monetization (if eligible), set an age restriction, configure privacy settings, and (optionally) schedule a time for your live stream.
8. Press "Next" and take a picture for your live stream thumbnail or upload an existing one from your phone's storage.
9. Hit "Go live."

Now you're ready for some untethered live streaming. When you're done, hit "Finish" and then "OK" to end the stream. A VOD version of your live stream will appear on your channel after. You can access and manage that recording and others through the "My videos" page within the "Library" tab.

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## ***10.10 YOUTUBE IN BUSINESS***

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- YouTube is home to more than 2 billion users worldwide and drives more than 30 million daily visits, making it a great platform for small businesses looking to market with video content.
- Video is extremely engaging and useful for many types of businesses. Creating a YouTube channel for your business offers a centralized platform for your audience to view and engage with your videos.
- Completely fill out your YouTube profile and follow these tips to upload engaging video content that will resonate with your audience and grow your followership.

Since its launch in 2005, YouTube has become a modern media powerhouse. Currently, YouTube has more than 2 billion users worldwide and 30 million daily visitors. Nearly 500 hours of video are uploaded to the site every minute, with more than 2,400 channels that exceed 1 million subscribers. The platform was purchased by Google in 2016 and currently ranks No. 2 for global and domestic web traffic, according to Alexa.

Marketing is moving toward video over static content, and YouTube is a key player. For an individual user, the site appears straightforward, but it's more complicated if you want to use it to market and grow your business. Here's what you should know to use YouTube for business.



## How to set up a YouTube channel

These guides break down the process by which you can set up a YouTube channel for your small business. Each examines an important element of creating and optimizing your YouTube channel.

1. Signing up for a business YouTube account
2. Customizing your YouTube profile
3. Interacting with others on YouTube
4. Verifying your channel
5. YouTube Live
6. Trending videos on YouTube
7. YouTubers and influencers
8. Advertising on YouTube
9. YouTube Partner Program
10. YouTube Premium
11. YouTube tips and tricks

## Signing up for a business YouTube account

Most social media networks require you to set up an account before you can view content. That's not the case with YouTube; you can view content without a YouTube account. However, an account is required for your company to upload videos and engage with other users. Membership is also required to view videos flagged as adult content.

Follow these steps to create your business YouTube account:

1. **Sign in to your company's Google account.** If you use Gmail for your business email, you'll use the same username and password for your YouTube account that you use for Gmail. Alternatively, you can create a new Google account that you use solely for YouTube business purposes.
2. **Once signed in, visit YouTube's homepage.** Double-check that you're signed in to the appropriate business account instead of your personal YouTube account.
3. **Click on your Google account's avatar.** You'll find this in the top right corner. It's a small circle containing your picture (or your company's logo if you've set that as your email address's picture).
4. **Click on "Your channel."** This option will appear in the dropdown menu that displays when you click your avatar. It's the top option in the first batch of icons.
5. **Choose "use a business or other name."** You'll need to select this option to get started with a business YouTube account. You can then enter your company's name.
6. **Click "Create."** Then, voila! You have a business YouTube account.

Once you've taken these steps, return to the YouTube homepage. In the top left corner of the page, there is a dropdown menu with quite a few options. There are links for the homepage, trending videos, your library and your subscriptions. Your library lets you organize which videos you've watched, liked and saved for later. Under your subscriptions, you can see all the channels you're subscribed to and receive notifications when they've uploaded new content.

In the top right corner of the page, there are four buttons. The one closest to the center, which is an icon of a video camera, directs you to the page where you upload a video. The middle icon, a square comprising nine smaller squares, is for YouTube apps. The next one, the bubble icon, will take you to messages. The next button is an icon of a bell, and it notifies you of your account activity, such as a new like or comment. The one closest to the right side, which is an icon of your profile picture, will direct you to your account information pulled from Google.

### **Interacting with others on YouTube**

There are several ways to interact with other YouTube users.

- **Comments:** Comments can be organized by most popular or newest. You can boost your video's engagement traffic by responding to users who comment on your videos.
- **Likes:** This is a more passive form of interacting with content. However, if you've chosen to show your likes publicly on your channel, these videos will appear under the playlists section on your channel.
- **Subscriptions:** The best way for users to stay up to date with your brand's content is to subscribe. Every time you upload a new video, your subscribers receive a push notification. You should constantly encourage viewers to subscribe to your channel, as it improves your engagement traffic and increases the number of views. Many popular YouTubers incorporate reminders to subscribe at the beginning and/or end of their videos.
- **Playlists:** You can organize related content together using the site's playlist feature. If you choose to publicize your playlists, they will appear on your channel's page below your uploaded content. You can also organize other users' content with a playlist. For instance, if you run a marketing agency, you could compile a client's videos into one big list. Otherwise, this is another way to organize your own content on your channel.
- **Sharing:** The site's social widget allows users to share videos on other social media networks, such as Twitter, Facebook, Google Plus, Blogger, Reddit, Tumblr, Pinterest and LinkedIn.
- **Messages:** You can also share private videos and messages with friends and contacts on YouTube.

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## ***10.11 ADVERTISING ON YOUTUBE CHANNEL***

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YouTube advertising, done through Google Ads, is a way of advertising your video content on YouTube or in search results so you can maximize your user reach. This could be your video

playing before a user view another's video or showing up in YouTube search results for people to watch in full.

**Types of YouTube Ads-** There are six types of YouTube ads:

- 1) TrueView ads
- 2) Non-skippable in-stream ads
- 3) Bumper in-stream ads
- 4) Sponsored card ads
- 5) Overlay ads
- 6) Display ads

What is a YouTube TrueView Ad?

This is the main advertising format on YouTube — and for that reason, we'll be covering this type in more depth than the others.

TrueView ads give viewers the most control over the advertisements they see. Because of this, Google reports that eight out of ten viewers prefer TrueView to other in-stream video ad formats.

But TrueView ads are great for businesses too.

Advertisers only pay for TrueView ads when users watch for at least 30 seconds, watch an entire short video, or interact with an ad in some way, such as clicking on a call-to-action.

And because viewers can select the ads they want to watch and skip the ads they don't, advertisers save money while also reaching a more interested audience.

YouTube states that the maximum length a TrueView video ad can be is 6 minutes and the minimum is 12 seconds.

Now, there are two main types of TrueView ads: in-stream ads and discovery ads. Let's take a closer look at each of them.

**TrueView In-stream Ads**

TrueView in-stream ads play before a viewer's chosen video.

The image below features a TrueView in-stream ad from unbounce

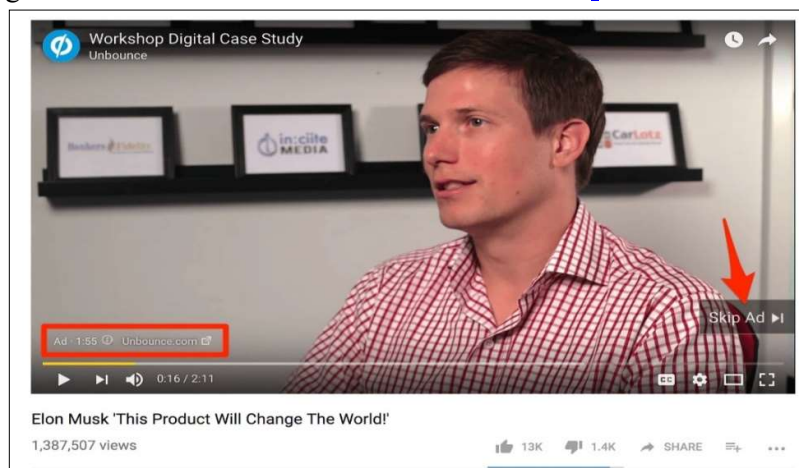


Figure 11.8 Youtube Bounce Option

In-stream ads also feature a small countdown timer and a link to the advertised site in the bottom left of the screen. What's more, TrueView in-stream ads have a companion banner ad that's displayed in the right-hand sidebar above the suggested videos list. The image below shows the companion ad for the Unbounce advertisement above:

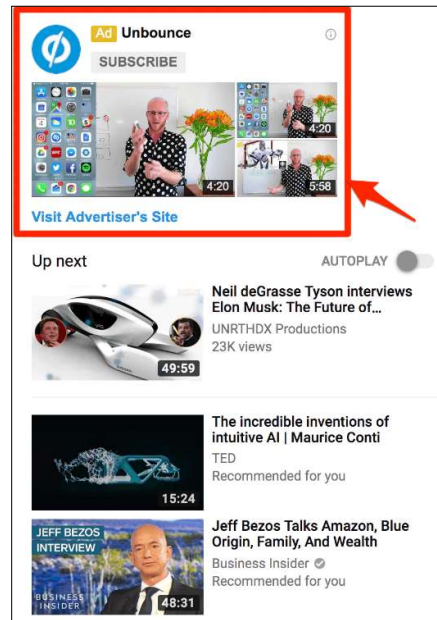


Figure 11.9 Youtube Bounce Option

Marketers are able to customize TrueView in-stream ads with calls-to-action and text overlays.

## How to Advertise on YouTube

Depending on your expectations how you advertise on YouTube will differ. YouTube advertising can be used to build brand awareness, influence the buying decision, grow sales, or increase brand loyalty. Video advertisements on YouTube can be used to drive these objectives in the following ways:

- **Build Brand Awareness**  
Introduce your product to people who do not know much, or anything, about it yet. Target people who are interested in similar products and areas to you so you know there are commonalities.
- **Influence the Buyer Decision**  
Videos that justify why your product is the best option for your customer, including hard evidence to back it up, convert the best so capitalize on it.
- **Grow Sales**

Branch out to lookalike audiences that you have never targeted before and test new tactics. Research ways to link your product to others and start growing sales.

- **Increase Brand Loyalty**

Invite your customers to talk about your product in your videos and show prospects that you provide the best products and services in the business.

## **What are the Benefits of YouTube Advertising?**

The cost of YouTube advertising can be off-putting for small companies, especially if your core business is drop shipping. This could be because you do not have much capital to invest, or maybe you are not seeing the ad revenue you expected from other advertising platforms, like social media advertising.

But YouTube advertising focuses on a different content format, with a very different way of engaging with people. If your audience engages with video content better than others then YouTube advertising is the best platform to discover ad revenue from.

### **Reach**

As YouTube has over 1 billion users on the platform, and over 1 billion unique visits each month, YouTube advertising has the potential to reach a large percentage of the population when they are highly engaged.

### **Targeting**

YouTube, as part of the Google empire, has a wealth of knowledge that only Facebook can rival. This knowledge of individual preferences and interests can help you target the right people with your YouTube advertising. Be careful not to over optimize your targeting and limit your reach.

### **Data**

The reports you receive during your advertising campaigns are in-depth and provide information about not just your ads but also those who interacted with them. Get to know the audience who interacted with your content. What content did they enjoy before they went on to buy something from your store? Linking your Google Ads and Analytics accounts together to get more information.

### **Users**

After a person has visited your website and shown interest in your business, don't wait for them to come back again – build a relationship with them. As part of the Google suite, remarketing can help you target people with ads if they have visited your website, meaning that you can lead them back to your website, build trust with them, and, hopefully, make a sale in the future.

### **Flexibility**

YouTube advertising is not static; it is constantly changing, and so can your ads. You can change your targeting, ad schedule, ad copy, etc, in real time to ensure you get the most out of your advertising budget with YouTube. Tailor your ads over time to evolve as your audience does.

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## **10.12 YOUTUBE PREMIUM**

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Google announced YouTube Music, YouTube Music Premium and YouTube Premium on Thursday — a dramatic change to its current music and video offerings.

Here's basically what's happening: It's getting rid of YouTube Red and splitting that into new services. YouTube Red, if you're unfamiliar, was a \$11.99 monthly plan that offered an ad-free YouTube experience that included music. Customers who currently pay for YouTube Red will get the new YouTube Premium service at the same price they currently pay.

The new plan still sounds confusing, so I'm going to break down what Google's doing here.

YouTube Premium is Google's new paid all-encompassing ad-free service. (The free version of YouTube, with ads, will live on.)

YouTube Premium costs \$11.99 a month and includes ad-free video, the option to continue playing videos or music "in the background" (meaning the audio will continue if you minimize the app), music and video downloads, and access to YouTube original movies and TV shows. It also includes YouTube Music Premium, which alone costs \$9.99 per month.

If you're looking to pay for one of these, YouTube Premium is the best bet since it offers the most bang for your buck.

### **YouTube Music Premium**

YouTube Music Premium is included in YouTube Premium but can also be purchased as a stand-alone product for \$9.99 a month.

It includes music playlists, music videos, remixes and live versions of songs. Subscribers to Google's Spotify competitor, Google Play Music, get this as part of that subscription. Google Play Music costs \$9.99 a month, so your best bet is to just subscribe to that and then you get YouTube Music Premium included.

Again, unless you're focused purely on music, you might as well pay the extra \$2 a month to get YouTube Premium.

### **How does this compare to its rivals?**

Google is trying to make a move against Spotify and Apple Music. Those services are still compelling on their own, however. Both offer family plans for \$15 a month, which YouTube Premium doesn't have. Apple Music and Spotify have music videos and live concerts, just like YouTube Music Premium. Also, Spotify recently tried to stand out by partnering to offer Hulu with limited commercials for \$12.99 a month.

Taking customers away from their existing streaming music service is tough. Consumers have established playlists and music libraries, for example, which means they need to start fresh when they begin a new service. Since Spotify has been around for so long, it already has an

established user base of 157 million monthly users and 71 million paying subscribers. To attract newcomers, Spotify also recently introduced a more compelling free service.

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### ***10.13 POINTS TO REMEMBER***

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- YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.
- YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users.
- Video Marketing is one of the most effective ways to reach out to customers because video is so engaging and now affordable.
- A playlist is a group of videos created by you or someone else on YouTube. Whether you are a YouTube viewer or creator, it's a way to organize videos with similar characteristics.
- The cost of YouTube advertising can be off-putting for small companies, especially if your core business is drop shipping. This could be because you do not have much capital to invest, or maybe you are not seeing the ad revenue you expected from other advertising platforms, like social media advertising.
- Comments can be organized by most popular or newest. You can boost your video's engagement traffic by responding to users who comment on your videos.
- This is a more passive form of interacting with content. However, if you've chosen to show your likes publicly on your channel, these videos will appear under the playlists section on your channel.
- The best way for users to stay up to date with your brand's content is to subscribe. Every time you upload a new video, your subscribers receive a push notification. You should constantly encourage viewers to subscribe to your channel, as it improves your engagement traffic and increases the number of views. Many popular YouTubers incorporate reminders to subscribe at the beginning and/or end of their videos.
- YouTube tags are words and phrases that describe your video and provide more context to help people find your content.
- YouTube advertising, done through Google Ads, is a way of advertising your video content on YouTube or in search results so you can maximize your user reach.
- YouTube Premium costs \$11.99 a month and includes ad-free video, the option to continue playing videos or music "in the background" (meaning the audio will continue if you minimize the app), music and video downloads, and access to YouTube original movies and TV shows.

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### ***10.14 GLOSSARY***

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- SEO- Search Engine Optimization.

- URL- Uniform Resource Locator.
- GDPR- General Data Protection Regulation.
- UVC- USB Video Class.
- HDMI-High-Definition Multimedia Interface.

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### ***10.15 CHECK YOUR PROGRESS***

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#### **Descriptive type questions-**

- a) What are the main functions of YouTube?
- b) How to set up a YouTube channel. Explain in details.
- c) Explain the tips for keeping your child safe on YouTube.
- d) What are YouTube tags? Why are YouTube tags important?
- e) What is a YouTube playlist? Discuss the benefits of YouTube playlists for creators.
- f) How to enable live streaming on YouTube?
- g) Why do a competition analysis on YouTube? How to find your competitors on YouTube.

#### **Objective type questions-**

- a) YouTube automatically highlights words that it might have picked wrong which makes it easy to edit the transcript. (True/False)
- b) A playlist is a group of audios created by you or someone else on YouTube. (True/False)
- c) Mobile live streaming is ideal for spur-of-the-moment audience engagements and dynamic events where freedom of movement is key. (True/False)
- d) YouTube is a business fail, a social media platform easy. (True/False)
- e) Display ads are another simple YouTube advertising format. These ads have been around for a while and appear in the right-hand sidebar above the suggested videos list. (True/False)
- f) ..... can be organized by most popular or newest. You can boost your video's engagement traffic by responding to users who comment on your videos
- g) A ..... is an appliance purpose-built for video streaming, capturing, recording – or all three.

#### **Answer (Objective Type Question)-**

- [a] True      [b] False      [c] True      [d] False      [e] True
- [f] Comment   [g] hardware encoder

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