

A comparative Study on Social Media Networks, to give a better medium to connect with the mass.

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Abstract:-Social media provides many unique marketing opportunities for business. It connects businesses directly to their audience and delivers near immediate feedback from them. The challenge most business owners face is that some social media outlets are better suited for particular marketing goals and business types over others. Knowing which to use for what purpose can make a big difference in your social media marketing efforts. Take a look at our breakdown of the most popular social media platforms, and how best to use them to your advantage.

I. Introduction

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content, such as text posts or comments, digital photos or videos, and data

generated through all online interactions, is the lifeblood of social media.

3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups

Users typically access social media services via web-based technologies on desktop, computers, and laptops, or download services that offer social media functionality to their mobile devices (e.g. smartphones and tablet computers). When engaging with these services, users can 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. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging fields of technoself studies. Social media differ from paper-based

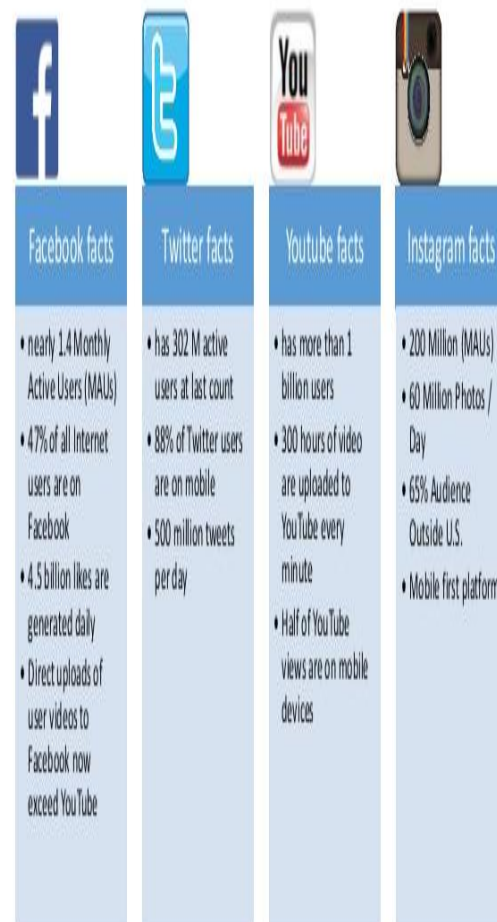
media (e.g., magazines and newspapers) or traditional electronic media such as TV broadcasting in many ways, including quality reach, frequency,

interactivity, usability, immediacy, and permanence. Social media outlets operate in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers, or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites are Baidu Tieba, Facebook (and its associated Facebook Messenger), Gab, Google+, Myspace, Instagram, LinkedIn, Pinterest, Snapchat, Tumblr, Twitter, Viber, VK, WeChat, Weibo, WhatsApp, and Wikia. These social media websites have more than 100,000,000 registered users.

In America, a 2015 survey reported that 71 percent of teenagers have a Facebook account.^[7] Over 60% of 13 to 17-year-olds have at least one profile on social media, with many spending more than two hours a day on social networking sites.^[8] According to Nielsen, Internet users continue to spend more time on social media sites than on any other type of site. At the same time, the total time spent on social media sites in the U.S. across PCs as well as on mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building a reputation and bringing in career opportunities and monetary income

Various Approaches to connect with the Social surrounding

2015 Social Media Platform Snapshot



Facebook

Facebook is an American online social media and social networkingservice company based in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes.

The founders initially limited the website's membership to Harvard students. Later they expanded it to higher education institutions in the Boston area, the Ivy League schools, and Stanford University. Facebook gradually added support for students at various other universities, and

eventually to high school students. Since 2006, anyone who claims to be at least 13 years old has been allowed to become a registered user of Facebook, though variations exist in this requirement, depending on local laws. The name comes from the face book directories often given to American university students. Facebook held its initial public offering (IPO) in February 2012, and began selling stock to the public three months later, reaching an original peak market capitalization of \$104 billion, a new record. Facebook makes most of its revenue from advertisements that appear onscreen.

Facebook Usage

Facebook remains at the head of the pack as far as number of users (1.86 billion monthly users, to be exact), providing no shortage of potential customers to get in front of.

Facebook Marketing Benefits

Targeting

The success rates of Facebook Marketing is in large part due to the ability to target users based on their actual interests. Facebook's targeting abilities eliminate the need to purchase lists (which can be pricey). Businesses can post and advertise in front of highly specific groups, based on demographics such as location, special interests, gender, age, and household size. You can even target more specific niches, such as people who own dogs, who donate to veteran causes, who buy baby products, etc.

Versatility

Many social media platforms have limitations in specific areas (such as characters per post) or are better suited for one medium (such as visual content). Facebook, on the other hand, continues to support a wide variety of post lengths, marketing goals, and content types (visual, text-heavy, live video, and more).

Direct Contact

Your Facebook business page allows you to incorporate important contact information as well as a call to action of your choosing. As a result, Facebook makes it easier for interested consumers to connect with you directly.

Whatsapp

WhatsApp-

Messenger is a freeware and cross-platform messaging and Voiceover IP (VoIP) service. The application permits the throwing of text messages and voice calls, as well as video calls, images and other media means, documents, and user location. The application runs through a mobile device though it is also accessible from interactive computers; the service uses standard cellular mobile phone numbers. Originally users could only communicate with other users individually or in groups of individual users, but in September 2017 WhatsApp declared an upcoming business platform which will enable companies to provide customer service to users at scale.

The client was created by WhatsApp Inc., based in Mountain View, California, which was acquired by Facebook in

February 2014 for approximately US\$19.3 billion.^{[47][48]} By February 2018, WhatsApp had a user base of over one and a half billion, making it the most popular messaging application at the time.^{[38][50]} WhatsApp has grown in multiple countries, including Brazil, India, and large parts of Europe, including United Kingdom and France.^[38]

WhatsApp Web

WhatsApp was officially made available for PCs through a web client, under the name WhatsApp Web, in late January 2015 through an announcement made by Koum on his Facebook page: "Our web client is simply an extension of your phone: the web browser mirrors conversations and messages from your mobile device—this means all of your messages still live on your phone". The WhatsApp user's handset must still be connected to the Internet for the browser application to function. All major desktop browsers are supported except for Microsoft Internet Explorer. WhatsApp Web's user interface is based on the default Android one.

As of January 21, 2015, the desktop version was only available to Android, BlackBerry and Windows Phone users. Later on, it also added support for iOS, Nokia Series 40, and Nokia S60 (Symbian).

An unofficial derivative called WhatsAppTime has been developed, which is a standard Win32 application for PCs and supports notifications through the Windows notification area. There are similar solutions for macOS, such as the open-source ChitChat and multiple wrappers available in the App Store.



LinkedIn

LinkedIn is a business- and employment-oriented service that operates via websites and mobile apps. Founded on December 28, 2002, and launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. As of 2015, most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. As of April 2017, LinkedIn had 500 million members in 200 countries, out of which more than 106 million members are active. LinkedIn allows members (both workers and employers) to create profiles and "connections" to each other in an online social network which

may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection.¹The "gated-access approach" (where contact with any professional requires either an existing relationship or an introduction through a contact of theirs) is intended to build trust among the service's members. LinkedIn participated in the EU's International Safe Harbor Privacy Principles.

The site has an Alexa Internet ranking as the 20th most popular website (October 2016). According to the *New York Times*, US high school students are now creating LinkedIn profiles to include with their college applications. Based in the United States, the site is, as of 2013, available in 24

languages, including Arabic, Chinese, English, French, German, Italian, Portuguese, Spanish, Dutch, Swedish, Danish, Romanian, Russian, Turkish, Japanese, Czech, Polish, Korean, Indonesian, Malay, and Tagalog. LinkedIn filed for an initial public offering in January 2011 and traded its first shares on May 19, 2011, under the NYSE symbol "LNKD".

The basic functionality of LinkedIn allows users (workers and employers) to create profiles, which for employees typically consist of a curriculum vitae describing their work experience, education and training, skills, and a personal photo. The site also enables members to make "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether a site member or not) to become a connection. However, if the invitee selects "I don't know" or "Spam", this counts against the inviter. If the inviter gets too many of such responses, the member's account may be restricted or closed

A member's list of connections can then be used in a number of ways:

- Users can obtain introductions to the connections of connections (termed *second-degree connections*) and connections of second-degree connections (termed *third-degree connections*)
- Users can search for second-degree connections who work at a specific company they are interested in, and then ask a specific first-degree connection in common for an introduction^[76]
- Users can find jobs, people and business opportunities recommended by someone in one's contact network.
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.
- Users can post their own photos and view photos of others to aid in identification.
- Users can follow different companies.
- Users can save (i.e. bookmark) jobs that they would like to apply for.
- Users can "like" and "congratulate" each other's updates and new employments.

Twitter

Twitter is an online news and social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled for all languages except Japanese, Korean, and Chinese.^[11] Registered users can post tweets, but those who are unregistered can only read them. Users access Twitter through its website interface, through Short Message Service (SMS) or mobile-device application software ("app"). Twitter, Inc. is based in San Francisco, California, and has more than 25 offices around the world.

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July of that year. The service rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion search queries per day.^{[15][16][17]} In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet".^[1] As of 2016, Twitter had more than 319 million monthly active users.^[9] On the day of the 2016 U.S. presidential election, Twitter proved to be the largest source of breaking news, with 40 million election-related tweets sent by 10 p.m. (Eastern Time) that day.

Tweets

The Twitter account page used for Wikipedia, describing the account-customized timeline view which shows tweets in reverse chronological order. Tweets are publicly viewable by default, but senders can restrict message delivery to just their followers. Users can tweet via the Twitter website, compatible external applications (such as for smartphones), or by Short Message Service (SMS) available in certain countries. Users may subscribe to other users' tweets—this is known as "following" and subscribers are known as "followers" or "tweeps", a portmanteau of Twitter and peeps. Individual tweets can be forwarded by other users to their own feed, a process known as a "retweet". Users can also "like" (formerly "favorite") individual tweets. Twitter allows users to update their profile via their mobile phone either by text messaging or by apps released for certain smartphones and tablets. Twitter has been compared to a web-based Internet Relay Chat (IRC) client. In a 2009 *Time* essay, technology author Steven Johnson described the basic mechanics of Twitter as "remarkably simple".

As a social network, Twitter revolves around the principle of followers. When you choose to follow another Twitter user, that user's tweets appear in reverse chronological order on your main Twitter page. If you follow 20 people, you'll see a mix of tweets scrolling down the page: breakfast-cereal updates, interesting new links, music recommendations, even musings on the future of education.



Conclusion

With all of the various social media outlets that people are using these days, we thought it would be nice to come up with an infographic that breaks down each of the most popular social outlets into digestible snippets demonstrating advantages of each and how they can be best utilized. Learn

how to best leverage each platform with this social media comparison infographic. Enjoy!

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