Social Media Impact

-       A growing number of businesses are leveraging social media to **trigger a viral chain reaction of interest around the socially** responsible work they’re doing.

Another reason businesses use Social media is to hear what people are saying, including your customers, prospects, peers and competitors.

* **according to** [**Social Media Examiner**](http://www.socialmediaexaminer.com/report2014/)**, 97% of marketers are currently participating in social media**—

-       According to **Hubspot**, **80% of businesses indicate their efforts increased traffic to their websites**

Over 67 percent of consumers now go to social media for customer service

Every day there are over 500 million Tweets, 4.5 billion Likes on Facebook, and 95 million photos and videos uploaded to Instagram.

Financial Impact:

Traditional marketing mediums such as the radio, TV commercials and print ads are completely obsolete now and demand for thousands of dollars. However, with **social media the businesses can connect with their targeted customers for free, the only cost is energy and time.** Through Facebook, Twitter, LinkedIn or any other social site you can lower your marketing cost to a significant level.

Journalistic Impact:

social networks have gained attention as the **most viable communication choice for the bloggers, article writers and content creators.** These social networking sites have opened the opportunity for all the **writers and bloggers connect with their tech savvy clients to share your expertise and articles. audience will further share your articles**

Societal impact:

A positive impact of social networking sites is to **unite people on a huge platform for the achievement of some specific objective.** This is very important to bring the **positive change in society.**

(#NODAPAL #BLM)

**Huffington Post states** “The power of social media is hard to dismiss. What once seemed like a trivial way to keep in touch with friends, sharing photos and jokes, has become a force for societal change…”

#**WhyIStayed created awareness for domestic abuse survivors.** It was created because a woman was ridiculed on Twitter for staying with an abusive man. This trending hashtag showed **how many women were affected**

Black lives matter: #Ferguson called for **awareness of police brutality & racial divide in Missouri.**

#NetNeutrality continues to bring attention to the fight to **keep the Internet free and open**, without fast lanes **for elite customers who can pay more,** resulting in nearly 4 million users on the open forum established by the FCC to help them decide on proposed Net Neutrality rules.

#IceBucketChallenge **raised record-breaking funds for the ALSA ($115 million since July 29)** thanks to the grassroots awareness campaign which **went viral**, proving that a bucket of ice water has the means to warm people’s hearts and loosen their purse strings.

#GivingTuesday began with a simple question: On the heels of Black Friday and Cyber Monday, **could we trigger a new day of giving after two days of getting**

**Helped my nonprofit PHH**

This “**hashtag unity,**” to coin a term, is as real and **as powerful as a group of people physically gathered in the same space.** It can **educate,** and provoke change by sheer strength of vocal numbers.

The Power of Social Media

-    **Increased Brand Recognition: Your social media networks are just new channels for your brand’s voice and content**

-        **A** [**study published by Convince&Convert**](http://www.convinceandconvert.com/social-media-research/53-percent-of-americans-who-follow-brands-in-social-are-more-loyal-to-those-brands/)found that **53%** of Americans **who follow brands in social are more loyal to those brands.**

-       **Higher Conversation Rates: Brands become more humanized by interacting in social media channels.** Social media is a place where brands can act like people do, and this is important because **people like doing business with other people; not with companies.**

**- Increased Awareness of consumers:** In this age of digital democracy, social media allows **companies to influence and view the behavior of their customers** after a product or service is bought (reviews).

Social media as news outlet

Social media has overtaken television as young people's main source of news, according to a report. (see charts on slides)

66, 59, 23, 21,19

Future of Social media

**Decrease in organic likes:**

Social brands may see their **organic visibility cut** so drastically that paid advertising becomes the only way to achieve meaningful reach.

Research has shown that **a page with 500,000 likes could have an organic reach as low as 2%.**

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**Virtual Reality:**

Augmented reality will be able to **take social media to a place with even more immediacy and real-world benefits**, and virtual reality will give people new ways to experience the world around them.

**Consumer additive:**

**Buy buttons** are simply being used to eliminate the step needed to visit the website and make a purchase, but they hold so much more potential than that

**Search Engines:**

A search engine is a great start because it **removes the need for people to leave the site to find something.**

**Facebook now has its own search algorithm.** While it doesn’t quite hit Google’s 3.5 billion searches each day, it comes in at a respectable 1.5 billion on its own.

**Increase in target marketing:**

Facebook has all but completely transformed into a **paid marketing platform**. As time goes on, this will become even more evident. (Paid ADs, Boost posts, Campigns)

**Going live:**

Marketers can use live video to showcase a live look behind-the-scenes and ultimately **support a culture of brand storytelling**

**Increase in analytics:**

you can expect analytics to become **more accessible and tailored to each platform.**

SOURCES:

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