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college of commerce & management

**BJAMC 1<sup>st</sup> Year**

**Subject- Social Media**

## **SYLLABUS**

**Class: - BJAMC I Year**

**Subject: - Social Media**

<b>Unit</b>	<b>Contents</b>
Unit-I	Social Media- a new paradigm The Digital Experience - mobile, cyberspace, online apps. Social Media Technologies & Applications, Digitization of media
Unit-II	Types of Social Media: Facebook, Twitter, LinkedIn, Instagram. Social media practices Blogging, social bookmarking, Building communities-pages & Channel, Hangouts.
Unit-III	Impact of Social Media Internet/Online activism Citizen Journalism Cyber crime Democratization/Digital Divide Audience analysis & Content planning
Unit-IV	Getting your company ready for Social Media Content Management, Touch point analysis, Scheduling, Creating content. Managing content programs, Planning Worksheets.
Unit -V	The Legal side of Social Media, In-house guidelines, Copyright and Trademark Implications. Social Media Influencers - Who are they, How to find them, How to use them to benefit your brand.



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## **UNIT-I**

It is hard to know sometimes that our life has changed, until we stop and look how different it was ten or even five years ago. In the recent years social media is the feature that more likely than anything else has significantly put an impact on our daily life. In fact envisioning the global conversation that has developed over the past few years, owing to the facilities like Facebook, Twitter and even LinkedIn, might have been unimaginable even at the beginning of this decade. But it is a fact that the social media communication tools have profoundly changed our lives and the way in which we interact with one another along with the world around us.

Some of the vital aspects where social media have affected our lives are:

### **1. A platform to get our news:**

This is a platform from where we receive the daily dose of news. This is definitely true that gone are the days people read newspapers for their enrichment of the world news. The printed version of news along with the Yahoo or the Google news has been replaced by the stories on Twitter and Facebook. If you are like me then you must also check on a friend's news in the morning and trust the same to be the most authentic source of information.

This actually being an easy source is preferred more and since has the capability of seeking attention; significantly the spread of news on social media is becoming more prominent.

### **2. The commercial aspect:**

The businessman in this modern will accept the fact that he can launch and start his business in a much easier manner than the previous times. In this regard the special thanks should be rewarded to social media. It is not only that we can locate potential collaborators and employees with the help of interest focused Twitter searches, Facebook groups, LinkedIn profiles and activities, but perhaps more significantly are able to advertise on the same platform. People with little money to invest in their business can advertise their



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business through social media and hence get the chance to engage with others and promote their genre of business.

While business previously was only confined to the immediate environment of the owner, it has now with the help of social media platforms, beginning from blogging to posting of videos on Youtube has opened new possibilities for customers and the clients. With whom to do business with and who should be your genre of customers have all moved online now with having a presence over the internet of the same.

### **3. Increased the contact value:**

People do meet each other at parties and all other forms of social gatherings but the introduction of social media has made it easier than ever before to find out people of similar interest. The means such as LinkedIn and even more popular Facebook has the capability to make you introduce you with new range of individuals, just by the click of a follow button.

Hence an increase in the communication sector is taking place and people are today emphasizing more on Facebook interaction than on face-to-face meetings. In short with the involvement of so many individuals at a single platform social media has the ability to retain the potentiality of both old and new friendship.

### **4. What we reveal:**

As per the old paradigm people used to reveal very little about their fears and doubts, but an increase in the social sharing of ideas and having created a communicative platform of the same we are now more confident and knowledgeable. A forum based communication system has been established by the social media of present day.

The older paradigm is hence broken and one is more transparent with their thoughts and ideas, to reveal the humanness within them.

### **5. The influential power:**



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It is a fact that the usual mode of media is no longer a promotional mode. The social media has taken its place and with the influential capacity has made a mark of its own. Researchers have established that the younger generation is more under the impact of this media and has been influenced by this. Hence the influential power of the same is quite high and as the network of sharing and amplifying information has strengthened the ability of each person to influence opinion and policies have as well increased.

There are in fact many organizations, like Zoom Web Media who utilize this influential power of social media to engage their range of potential customers.

### **Mobile :-**

Of all the innovation occurring with mobile technology, two areas are of particular significance to small business merchants (a) tools that let small businesses market themselves or their products/services to mobile users such as GoMobi or AppMakr and (b) tools for small businesses to better organize and manage their operations on a mobile (BookFresh, Zoho etc)

So on one hand more consumers are finding and reaching out to merchants via mobile and on the other hand merchants are managing these interactions entirely on mobile. Even though these services address discrete needs, the end result is that the entire paradigm of interaction between a merchant and his customer is changing to be an entirely mobile experience - or mobile-to-mobile.

### **Why is this important?**

This paradigm shift may not be overnight, or widespread, but it is significant because it is likely to drive changes in how end-to-end mobile solutions are delivered.

- **Features** - phone-based features can allow new value-propositions. Some are already in place. Using FourSquare, a restaurant owner can be alerted when a customer checks in, and send them a coupon directly to their phone.
- **Simplicity** - merchant and customer-facing apps need to be 3-clicks-simple and action-oriented. E.g. Send a coupon, confirm an appointment etc
- **Reinvention of business operations** - using services like Square or you can already scan products, charge credit cards and email receipts all from a mobile device, essentially redefining the notion of Point of Sale (POS) - so no checkout counters, no printed receipts. Using Bump technology, the transaction can be further simplified down to a just a bumping of phones. Soon, coordinating a



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appointment with your hair-stylist can be this simple and entirely mobile to mobile.

**So, what does this mean for full (non-mobile) online experiences? Are they now suddenly irrelevant?**

It seems unlikely that all online experiences will be mobile experiences, since there still exists a clear delineation between tasks that require a “full-online” experiences and those that can be done for convenience on a mobile device. For example, you wouldn’t use a mobile device to write a multi-page document. Or review your general ledger.

But for a lot of functions that involve interaction between merchant and customer, this is the new frontier for innovation especially in new capabilities involving pictures, video, geo-location and social connections. Expect big things.

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