Chapter 2
Social Media
Solutions Manual

LEARNING OBJECTIVES

2.1 Explain how collaborative communication technologies impact on communication in today's workplace.

2.2 Discuss the interrelated components of the 6C model of social media engagement.

2.3 Identify the purpose of social media strategy and discuss areas to consider when constructing a social media framework.

2.4 Outline the reasons for collecting and reporting quantitative and qualitative social media data.

2.5 Discuss the advantages and disadvantages of social media, making particular reference to ethical challenges created by social media technology.

ANSWER GUIDE

Review Questions 2.1:

1. A monologue suggests a one-way communication. Social media engagement involves a two-way conversation with an audience. It involves listening to and interacting, consulting and sharing with the audience.

2. Collaboration and sharing through social media enhances work product and work flow as it enables everyone to participate in discussions and formal and informal teams to collaborate on cross functional projects. Communication is able to flow vertically (top down or bottom up), horizontally (from side-to-side), laterally or diagonally (across, and upwards or downwards) throughout an organisation. As well as enabling communication and knowledge sharing within and between organisations, social media facilitates collaboration across local, national or international boundaries unhindered by time zones and expands learning opportunities amongst employees.

3. One advantage for an organisation of audience co-creation and contextualisation of the organisation's social media content is that it increases the organisation's presence and visibility in the market.

4. Private companies, nonprofit organisations and government agencies are increasingly using social networking sites to upload content,

display their services and products, share information and engage with their clients and customers.

Review Questions 2.2:

1. The six progressive levels of customer participation on social media are:

    1. *Viewing* when customers see the multimedia content directly on the Internet channel

    2. *Forwarding* when viewers take action by sending a link to others in their network

    3. *Commenting* when individuals put themselves 'out there' by writing and posting comments that can be attributed.

    4. *Creating* when viewers take the positive step of constructing rich content of their own and posting it to a public forum.

    5. *Moderating* discussions via Facebook, YouTube or Twitter that analyse their work.

    6. *Arbitrating* as consumers are placed in the position of rendering judgment, and of mediating conflicts between themselves and between other commenters.

2. Using phatic communication in social media networking interactions improves the sociability, sharing and negotiation of relationships that goes beyond the communication of information.

3. The social media feedback loop provides valuable information about consumption patterns for marketers who can then influence future purchasing decisions and strengthen community trust, commitment and engagement with the brand.

4. The characteristics of organisations that establish a successful social media presence include being willing and able to: create an effective social media strategy framework; engage with clients and customers via social media; read and leverage off the company's community preferences to achieve greater returns and allocate funds to sustain media initiatives.

APPLY YOUR KNOWLEDGE: SOCIAL MEDIA PRESENCE

These activities involve students' individual work. Responses will vary but should reference key ideas presented in the chapter.

Review Questions 2.3:

1. (a)   The seven building blocks in the honeycomb framework include: identity, conversations, sharing, presence, relationship, reputation and groups.

    (b)   The most basic building block of any social media site is the identity building block.

2.   An organisation can engage with its customers through a variety of social media approaches including: chatrooms; profiles, posts and offers; automated notifications; videos and blogs.

3.   An organisation can benefit from creating a broad social media strategy as it enables the organisation to focus on its overall strategic framework rather than being diverted by the continually emerging and evolving media tools and platforms. The sales or marketing department can create complementary plans with more specialised objectives, strategies and tools.

4.   Equipotentiality, or the ability of users to interact with an organisation's social media, irrespective of their skill level, encourages contributions, two-way communication and engagement and creates positive experiences for the users.

5.   (a) The functions typical of a social media strategic plan to support sales efforts are: 1. stimulating interest and demand; 2. shortening the sales life cycle; 3. setting expectations and delivering value and 4. delivering value.

    (b) The purpose of the above functions is detailed in Table 2.1 (p.35) and includes:

    1. to influence the influencers (those who influence their markets); for example, financial market analysts, fashion magazine editors and writers, bloggers for travel industry, and purchasing agents all form and influence opinions in the social media space

    2. to facilitate potential buyers to scan the social media to form an opinion

    3. to set realistic expectations about the value of the organisation's product or service.

APPLY YOUR KNOWLEDGE: SOCIAL MEDIA FRAMEWORK

These activities involve students' individual work. Responses will vary but should reference key ideas presented in the chapter.

Review Questions 2.4:

1. Monitoring social media initiatives allows an organisation to evaluate its performance against its targets, track performance over time and assess the success of its social media strategies.

2. The 4C guidelines are:
    - *Cognise:* a monitoring of the social media landscape in which the company and its competitors operate
    - *Congruity:* the match between the company's objectives and the honeycomb pattern of a social media platform
    - *Curate* involves two aspects: an understanding of how often and when a firm should engage in conversations on a social media platform and the curation of content from different sources

3. (a) Qualitative and quantitative social media data is collected to review and assess the popularity of social media sites.

    (b) Students can choose any of the following types of quantitative and qualitative data:

    Conversation rate: based on the number of conversations per post

    Amplification rate: occurs any time a post is retweeted or re-shared

    Applause rate: flows from show of appreciation or applause, such as favourites on Twitter

    Economic value: the total of short- and long-term revenue and cost savings

    Relative engagement rates: a comparison of the average number of conversations happening per post, per channel, per follower or fan

4. Collecting and responding to data about social media activities allows an organisation to communicate with existing and potential customers about products, services, offers and promotions in an interactive social media experience. This helps an organisation to generate consumer engagement with its brand, increase profits, and enhance customer satisfaction and loyalty.

Review Questions 2.5:

1. Some ethical implications created by the use of social networking in the professions include behaving in way that prevents: breaches of the organisation's code of conduct including breaches of confidentiality and privacy requirements; breaches of equality, truth and authenticity; dishonesty; racism, sexism or other discrimination;

misleading or hoax promotions. Employees of an organisation should be wary of the potential direct or indirect impact to their organisation of their personal use of social media.

2. Some likely threats of merging a person's professional and personal life include the possibility that personal data could be misused or 'sold on', and that organisations may experience abuse of data and intellectual property, brand and trademarks.

3. Reasonable use of social media could include: accessing breaking news or other online media sites: emailing brief appropriate content to a friend or family member or doing online banking in personal time.

    Unreasonable use of social media could include: spending time on social media that is not related to work; using the organisation's internet to provide personal comments on non-work related matters and fora; accessing or posting material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful.

4. Some threats for professionals communicating via social media channels include the possibility that their behaviour may be perceived as unethical or as prohibited solicitation. However, using social media technology may offer opportunities to foster community, educate the public and offer services. These opportunities endorse the effort necessary for professional organisations and their employees to discover how to use the technology in an ethical manner.

APPLY YOUR KNOWLEDGE: ETHICAL IMPLICATIONS

These activities involve students' individual work. Responses will vary but should reference key ideas presented in the chapter.