UNIT II COMMUNITY BUILDING AND MANAGEMENT

Science of Social Media - Keys to Community Building - Promoting Social Media Pages-Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

LINKING SOCIAL MEDIA ACCOUNTS

Here we are going to tell you how to link social media accounts if you are using one of the platforms, Facebook, Instagram, Twitter, and LinkedIn.

1. Link Facebook to Instagram
2. Link Facebook to Twitter
3. Link Facebook to LinkedIn
4. Link Twitter to LinkedIn
5. Link Twitter to Instagram
6. Link Instagram to LinkedIn

5 Powerful Practices for Social Media Linking

Now that you understand the importance of a strong linking strategy, let's talk about how to create one. Here are five powerful social media practices for linking.

1. Use Shortened and Branded URLs to Boost Social Media Engagement

Shortened URLs are cleaner and more attractive than long, clunky links. They are effective for social media because they take up less room and are easy to share.

Let's say you want to share a blog post on a social platform. Consider which link would look better:

www.yourdomainname.com/09/08/2019/blog/category/post-name

yourdomainname.blog/post-name

Shortening links lets you condense otherwise cluttered URLs to help boost conversions.

To further enhance this effect, you can also consider using branded links. These are shortened URLs that incorporate your brand name. Using shortened and branded links on social media help promote brand awareness. They also look more authoritative and trustworthy.

2. Cross-Link Your Social Media Profiles to Grow Your Audience

If someone is following you on one channel, they're probably interested in your products or services. To keep their attention, you'll want to make it easy for them to follow you elsewhere.

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One way to do this is by cross-linking your social media profiles. For example, you can include a link to your Instagram profile in the bio of your Twitter account. Cross-linking helps you grow your audience and create a consistent brand identity across multiple platforms.
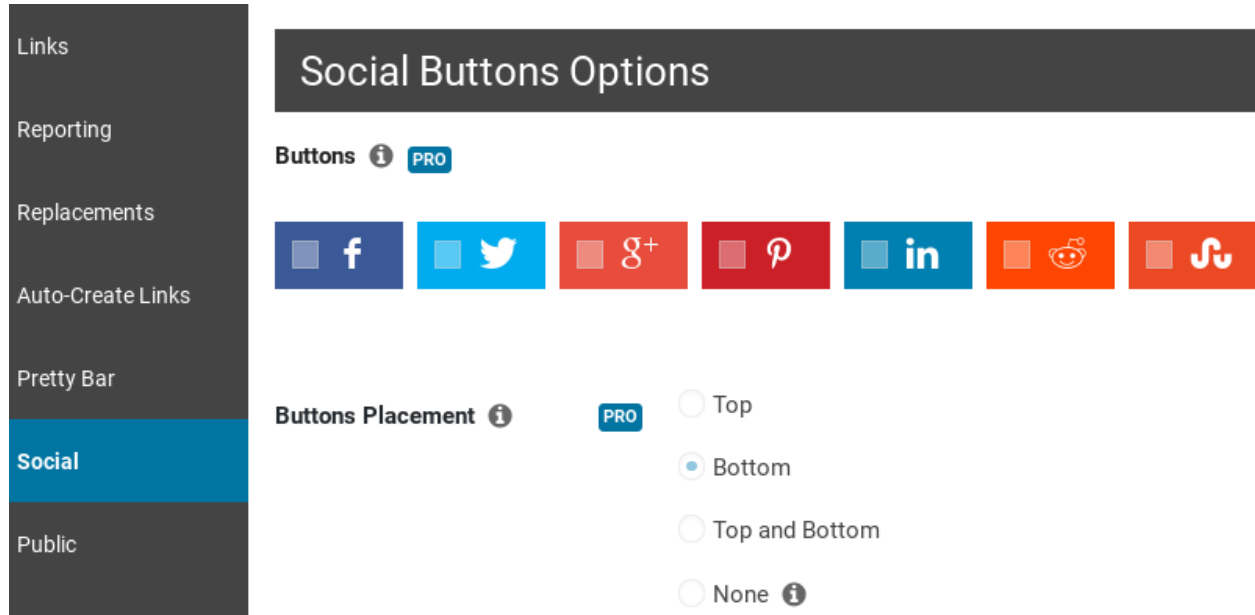
These buttons can be placed along the top or bottom of your pages. This makes it easier for visitors to share your content on social media and expose your brand to new audiences.

3. Add Deep Links to Your Website to Improve Rankings

A deep link is a hyperlink that directs users to a specific page on your website, rather than the home page. If you use relevant keywords as the anchor text, these links can help improve your site's SEO.

There are many ways to create deep links, such as by posting on forums that are relevant to a particular page's topic. Naturally, you can also use deep linking on social media.

For example, Instagram limits user accounts to a bio of 150 characters and one website link. Rather than using that opportunity to link to your home page, you could link to a landing page for a specific product you're currently promoting:

Building backlinks on social media can sometimes be difficult. Most platforms automatically add the nofollow tag to links, meaning that they don't count towards backlinks.

However, URLs created with Pretty Links include the following attribute by default. This is just one more reason to consider creating shortened and branded links with our plugin!

4. Use High-Quality, Engaging Images Alongside Your Social Media Linking

If you want to generate more clicks, your links aren't the only thing that should look pretty. Using high-quality images in social media posts can also help increase engagement.

According to research:

Facebook posts that include images get more than twice the engagement than those without.

Tweets that include a summary and image are nearly 80% more likely to be shared.

Put simply, using images increases the chances of your posts being seen, clicked on, and shared. When posting a link to Twitter or Facebook, the post's preview image is automatically pulled from the linked page:

5. Incorporate Links in Your Social Media Profile Bios as Calls to Action (CTAs)

You can add links in your social profile bios to cross-link accounts. However, you can also use these links as calls to action (CTAs).

For example, on your YouTube channel page, you can include a link to a landing page in each video's bio.For platforms like Instagram, keep in mind that you can change the link in your bio as frequently as you want. Whenever you post about a new promotion or product, you can switch out the link to match.

THE VIRAL IMPACT OF SOCIAL MEDIA

Top 7 Impacts of Social Media
1. The Impact of Social Media on Politics

A new study from Pew Research claims that about one in five U.S. adults gets their political news primarily through social media. The study also finds that those who do get their political news primarily through social media tend to be less well-informed and more likely to be exposed to unproven claims that people who get their news from traditional sources.

In comparison to other media, the influence of social media in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in the ultimately unsuccessful candidacy of Howard Dean in 2003, then in the election of the first African-American president in 2008, and again in the Twitter-driven campaign of Donald Trump.

The New York Times reports that "The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society." Because social media allows people to communicate more freely,

they are helping to create surprisingly influential social organizations among once-marginalized groups.

2. The Impact of Social Media on Society

Almost a quarter of the world's population is now on Facebook. In the U.S., nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.

Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create memes, publications, and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental, and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the mass

3. The Impact of Social Media on Commerce

The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue.

Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. These functions are important in traditional brick-and-motor businesses and, obviously, in the world of e-commerce.

Many studies suggest implementing social networks within the workplace can strengthen knowledge sharing. The result is to improve project management activities and enable the spread of specialized knowledge. Fully implementing social technologies in the workplace removes boundaries, eliminates silos, and can raise interaction and help create more highly skilled and knowledgeable workers.

4. The Impact of Social Media on the World of Work

Social media has had a profound effect on recruitment and hiring. Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand.

5. The Impact of Social Media on Training and Development

Job candidates who develop skills in the latest and most advanced social media techniques are far more employable.

A 2020 survey by OnePoll on behalf of Pearson and Connections Academy asked 2,000 U.S. parents and their high-school aged children about the "new normal" of high school. Sixty-eight percent of students and 65% of their parents believe that social media will be a useful tool and part of the new high school normal.

Negative Impact of Social Media

Social Media is relatively a newer technology, hence, it is a little difficult to establish its long-term good and bad consequences. However, multiple researchers have concluded a strong relationship between heavy use of social media platforms with an increase in risk of depression, self-harm, anxiety, and loneliness.

1. Fear of Missing Out (FOMO)

Long-use of social media platforms make you addicted to checking out what other people are doing. FOMO is an exacerbated feeling that other people are living better lives or having more fun compared with you. This feeling makes you check your notification every second, just to make yourself feel better.

2. Cyberbullying

Teenagers need to fit in, to be popular, and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat, and Instagram into the mix, and you suddenly have teenagers subjected to feeling pressure to grow up too fast in an online world.

The Cyberbullying Institute's 2019 survey of U.S. middle and high school students found that over 36 percent report having been cyberbullied at some point in their life, with 30 percent having been victimized twice or more. It also found that almost 15 percent admitted to having cyberbullied someone at least once, and nearly 11 percent admitting to doing it two or more times. Teenagers can misuse social media platforms to spread rumors, share videos aimed at destroying reputations, and to blackmail others.

3. Lack of Privacy

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by social media users. Most of the time, the users themselves are to blame as they share content that should not be in the public eye. The confusion arises from a lack of understanding of how the private and public elements of an online profile actually work.

Unfortunately, by the time private content is deleted, it's usually too late. and the content can cause problems in people's personal and professional lives.