

HOW CAN ORGANIZATIONS BENEFIT FROM THE USE OF SOCIAL MEDIA?



PREPARED BY



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BUSINESS OBJECTIVES DETERMINE SOCIAL MEDIA OBJECTIVES



To understand what one wants to achieve with social media, one must first understand the wider objectives of the organization or its very reason for existence. In other words, social media is a tool for promoting wider organizational objectives.

Without understanding the bigger picture, the question of what role social media is expected to play in it will be left unanswered, or at best, the answer will be vague.

To underline the point: When an organization considers how to benefit from social media, the basic starting point should always be knowing the key business objectives of the whole organization. In other words, they should not tweet just for the sake of tweeting or accumulate Facebook fans and consider the “job done” or pat themselves on the back. Both tweeting and acquiring more reach for the company by way of more fans or followers may very well be beneficial for the company. However, before thinking that it is now the content superhero and is doing great in social media, the company should stop and ask itself a couple of questions:

- **How does what we do in social media benefit the whole organization?**
- **How are our social media objectives aligned with the key business objectives of the company?**

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WHAT CAN DIFFERENT ORGANIZATIONAL FUNCTIONS HOPE TO GET OUT OF SOCIAL MEDIA?

"MAKE SURE YOU KNOW THE REASON WHY YOUR COMPANY EXISTS & AVOID INFORMATION SILOS."

REQUEST PROPOSAL

An organization can find social media useful if it decides to transfer a part of its customer service function to Twitter or Facebook. With shorter response times, the hope is that this would boost customer satisfaction.

By examining social media content, the customer service team can easily work out which kind of issues are the most likely to cause a reaction in customers. It can also take note of the times when the need for customer service is the biggest.

Getting information about your competitors from social media may put you in a favorable position in relation to them and improve your market intelligence. You can also set up a **Share of Voice** comparison to compare the volume of your social media coverage to that of your most significant competitors. Additionally, in terms of content, there could also be a lot to learn from those campaigns, especially in terms of engagement. In market intelligence, it is not only competitors that matter, but also customers, suppliers and the whole industry, including important strategic themes and trends inside an industry.



Insights acquired from social media can become essential in an organization's strategic planning process. Both marketing and sales functions also stand to gain valuable information from social media. As pointed out in the beginning, one of the lessons for marketers in social media is to be social and listen more than speak. Marketers can also track what kind of an effect their social media campaign has on an audience and compare this to an engagement that a competitor's campaign manages to generate. Sales can be boosted by first making consumers aware of the brand, then by engaging with them on a regular basis, and finally by turning the potential customers into buying customers. Plus, you can get sales leads from social media - straight out of that horse's mouth.

In addition, human resources can utilize social media to search for the right candidates to hire, while R&D could look for insights into what kind of features consumers want in future products.

Social media has a huge amount of information about consumer insights, latest trends, key industry opinion leaders, and a number of other issues that are relevant to decision-making in organizations.

To conclude, social media offers a fresh perspective and information that is updated daily, hourly, and even as you are reading this text. You could do worse than take advantage of it. And have a jolly good time along the way, after all, its only conversations!

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