

Client request: Please write an informative post re:What is social media about (Article title:What is social media about?).

Use keywords such as:What is social media marketing about?Also,What is social media about? Write in the 3rd person narrative in a natural,creative and professional way without any repetitive information.

I would like to convey to the reader the importance of social media in everyday life and the impact it has on both individuals and businesses alike.It would be great if you could " sell " the idea of social media marketing as an exciting and rewarding career choice.I would like half of the article to focus on social media marketing (perhaps the 2nd part of the article after you have given the reader a good overview of what social media is about).

Thank you very much.

Required keywords: What is social media marketing aboutWhat is social media about

Required density: 2-3 times

600-700 words

What is Social Media About?

Now that it's almost 2017, it's tough to imagine how we ever got along without social media. The phenomenon just about eliminated our former phone calls to friends just to catch up, our time in front of the TV just to watch the news, and our trips to the camera store just to be able to develop and share pictures from a special event. Also gone are the days of not having heard of the latest gossip or celebrity death, as the latest information always spreads like wildfire via social media resources.

So just what is social media about? Apps and websites such as Facebook, Youtube, Twitter, Snapchat, Instagram, and LinkedIn are just some examples of platforms that enable users to share with their connections, friends, and followers their preferred thoughts, pictures, videos, articles, memes, and more. In most cases, the information shared can also typically be viewed publicly by strangers if a user's settings do not request complete privacy.

Businesses boarded the social media ship once they realized how effective and even profitable social media marketing can be for their brands. Exactly what is social media marketing about? From the holding of social media contests to requesting re-tweets that further market your brand to promoting your funny commercial to encouraging specific hashtags, social media marketing is modern and utterly necessary. Today, consumers that used to be influenced by television ads are now often able to fast-forward through those same ads, thanks to other forms of evolving technology. To keep up with internet growth and its reach and impact, social media marketing is ever-changing and requires the utmost creativity from its teams to keep the branding method a sleek way of engaging and encouraging customers.

Because it is quick, easily accessed, and helps us all feel connected, social media is increasingly popular across the globe and among all ages. Due to its high engagement level, social media can undoubtedly hurt your business too, which is why it is crucial for companies today to invest in social media marketing teams and/or managers. The role specializes in the promotion and representation of the organization from a world-wide-web standpoint. Where consumers were once only able to share their negative experiences with any given business among close friends only, consumers now have the opportunity to take to review-based platforms, such as Yelp, TripAdvisor, and even the business' Facebook or Twitter page, to air their disappointments and deter complete strangers from forming their own opinion of the company. All of this can be done from the comfort of one's couch. Since there will likely always be at least one dissatisfied customer, perhaps the only saving grace to the damaging reputation that can be spread via social media is the tactful public response provided by the company's social media marketing team.

Fulfilling a social media marketing-related career is exciting, rewarding and challenging. In many ways, you are the voice of the entire company. You comment on social media posts, you respond publicly to compliments and concerns, you manage contests, you promote the best aspects of your organization, and you handle yourself with poise, class, and professionalism through it all. An ideal creativity outlet, becoming a social media marketing team member allows you to constantly experiment with fresh ways of connecting with your customers. You will find reward in and may even be touched by hearing positive accounts from fans of your organization.

Social media is impactful. The way the social media marketing team responds on online platforms could entirely mold the opinion of current and potential customers. Businesses know how detrimental their online reputation can be to the success of their organization. Therefore, social media marketing teams will flourish, particularly as technology and platforms continue to evolve and businesses rush to stay current and engaged with their customers.