

CONNECTING PEOPLE AND GROWTH IN BUSINESS VIA SOCIAL NETWORKING SITES

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ABSTRACT

Ever since the time technological advancements took place in the prevailing scenario, there have been amazing changes seen in the field of information technology. Social networking site is the prominent invention of the era highly affected the common masses and going to put the huge impact on the future generations. There are many advantages of social networking in which people can connect each other is the big boon. Business is also influenced by social networking sites in terms of profit and advertisements of products. In this paper, I will discuss my viewpoints how social networking sites are helpful for young juveniles and others with different views.

Keywords: *social networking, advantages, boon, business growth*

I. INTRODUCTION

In the techno savvy era, each and every day new technology is inventing by experts almost in every field like medical, information technology and space research. Due to new inventions, lifestyles of the common man has been changed tremendously. According to me, Social networking sites are really helpful for people. With the help of social networking sites, people can connect with each other so it is the new and cheap way of communication. Secondly, social networking sites are very helpful to promote the business of any organisation or industry. There are so many social networking sites can be seen in 21st century like Facebook, Google+, Twitter, LinkedIn, Youtube, Pinterest and many more. But according to [1], Facebook is the social media network on the Internet, both in terms of total number of users and name recognition. Founded on February 4, 2004, Facebook has within 12 years managed to accumulate more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business. It is estimated that more than 1 million small and medium-sized businesses use the platform to advertise their business. I will discuss on facebook.

II. NEED OF SOCIAL NETWORKING SITES

Social media helps us to contact each other very fast and also distance is not a barrier of it. The biggest gifts that mankind has got is technology and more so, it is the information technology that has brought this world closer. While growth, development and speed of progress have increased. Due to this, a special bonding is happening between human beings. This is through the social networking. Social networking sites also required because people can share various valuable information like photos, videos, messages, likes and others posts on their wall. They make relations stronger and it is easy to operate this sites.[2]

III. HOW PEOPLE CAN CONNECTED AND ITS ADVANTAGES?

- Gone are the days when people used to write letters for communication. In the technological days, people can connected with each other via facebook or other social networking sites. I will take an example of facebook in which almost every person have account on it. Nowadays people are totally living in the virtual world. They don't have even time to interact with their family and friends. So if any person want to search old friend then it is the best way to find the person and communicate with person. People can share their videos, pictures on wall and facility to like and comment on it , is commendable. I strongly believe that it is boon. Even I personally share views on social networking site that I have an account on facebook and it is very helpful for me because of myriad advantages as follows:
- To know the important updates about the people and wishes on their wall which is visible to all the friends.
- People get of information about their friend like photos, videos, their status, their relationship, friends, likes, phone numbers, email id, maps, wall post, birthday dates, their studied, employment and many more things.
- All these information will be provided only to the friend of the user, and other users can see only basic information which is tagged to show to public by the users.
- Privacy in terms of block the person plays a vital role means without your permission no can check personal detail.
- Video calling and audio calling is the best and easy way to communicate the people. Long distances can be cover within seconds.
- People can enjoy these sites free of cost by paying a fixed amount to internet to get internet connection.
- The foremost feature of facebook, people can get live on it and number of friends are also visible who are watching your live video.

IV. BENEFITS OF FACEBOOK IN BUSINESS

Facebook also helps us to promote our business. As we all know that people can post videos and images on wall. Tag to someone means friends of friends can see your post. I must say one thing "Tagging more people means more likes and shares of posts". On facebook, making business page is another advantage to grow up the brand or products of any company and organisation. There are lots of pages can be seen on facebook. Now the question arise that why it is important to make pages on facebook? Facebook gives facility to promote business page in less time with nominal cost. Facebook also provides to promote your page by different states and countries. We can say that it is the place of advertisements in which people can do online business at nominal charges.

V. REAL LIFE EXAMPLE TO PROMOTE BUSINESS

I will discuss real life example of mine. I have a page on facebook and having more than 25000 likes and its increasing day by day. If I will upload one post on my page means lots of people can see my post in less time. Every person have an account on facebook so I can share my views within seconds into many masses. It is the best place where we can promote our business and it is really exists and utilized by me. My business is increased

by 23 percent and going on. Some people are using facebook for utilize the free time and others are using for waste. Moreover, there is nothing free in life. So facebook also take charges to do this.

VI. STEPS TO PAY MONEY FOR BOOST THE POST

Step 1: Open your page and upload any image or post.

Step 2: After uploading, click into boost post.



Fig A: Boost the post

In above fig a, upper right side shows the “Boost Post”. Click on it.

Step 3: The next window will open, see fig b, Arrow 1 shows audience means we can select audience by own requirement, Arrow 2 shows your budget (Minimum Rs 40) and Arrow 3 shows the boost button.

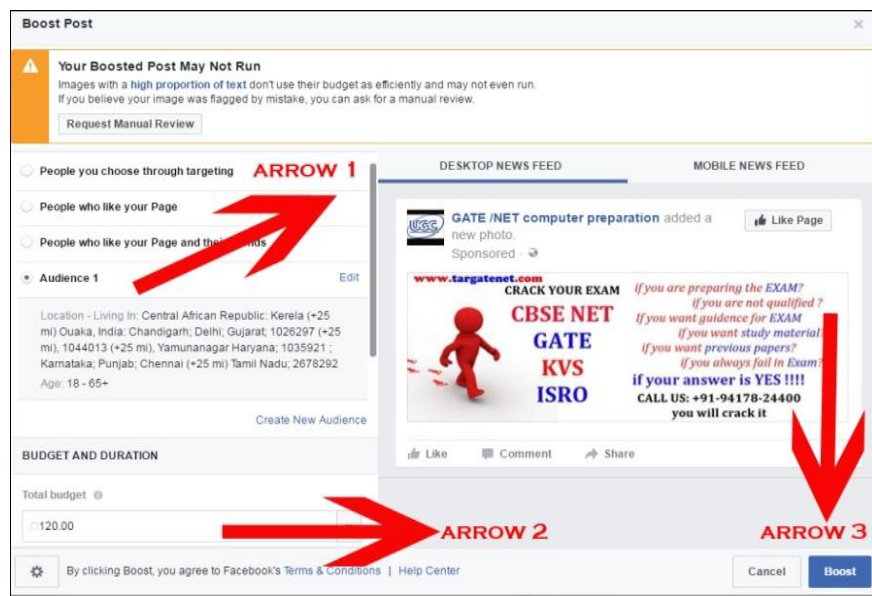


Fig b : select the audience

Step 4: Last step is to pay money through netbanking, paytm, debit card etcetera after click on boost button.

Your post review status will shown on the upper left side. See fig c.

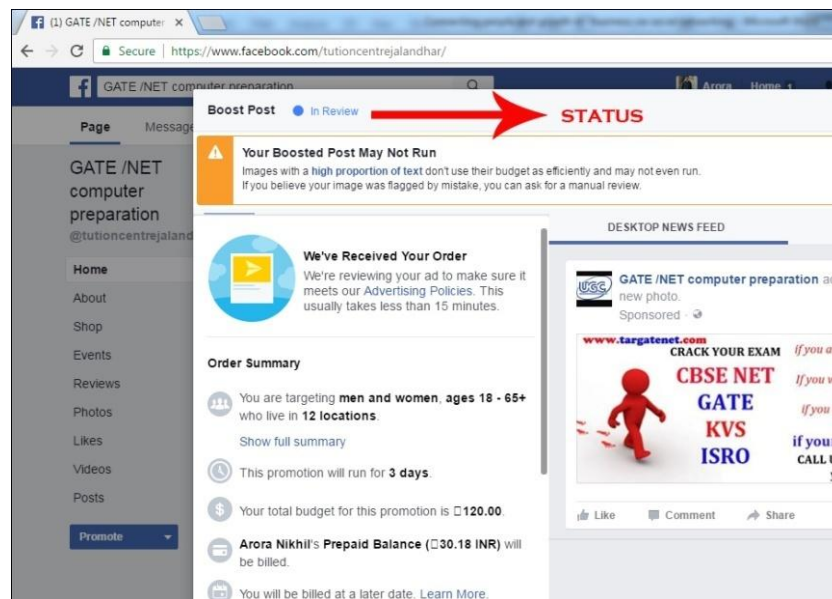


Fig c: status review

VII. CONCLUSION

To conclude, it can be said that social networking sites are really very helpful for everyone included lots of uses and advantages as I discussed in above paragraphs and it can be taken as highly recommended for us only if the proper precautions and care is taken at every step.

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