

Social Media Management Technique: A Survey

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ABSTRACT

Social media analytics can be applied to monitor user opinions about a company, its products, and services, providing valuable feedback for betterment. This direct feedback can also help businesses reduce the costs associated with research and development by enabling them to learn directly from their users about their requirements. Companies must make various decisions when it comes to their social media management strategy, such as selecting which SMPs to be active on, defining the purpose of their interaction. The various social media management techniques are reviewed and analysed in this paper.

Keywords: Social Media Analysis, Media Management Strategies, Benefits

INTRODUCTION

Social media platforms have gained significant popularity in the last decade and are now widely used for communication and information dissemination. Users are no longer just passive consumers of information, but actively contribute to it by sharing their personal beliefs, interests, and relationships [1]. This has also led to the creation of market trends as public opinion on certain issues, products, or businesses is influenced by users on these platforms. As information can be quickly and efficiently shared through user-generated content, businesses and their products are often discussed and reviewed on social media platforms in the form of digital word-of-mouth. As consumers place greater value on the thoughts of other individuals, the impact of submitted information on their decision-making process is substantial. It is essential for businesses to recognize the substantial influence of the digitized information from social media [2]. This impact is particularly strong when negative or critical comments about a business, product, or service are being shared. To leverage social media to their advantage, businesses must develop the ability to monitor activity on social media platforms and involve in optimistic interactions with the community. Social media analytics can be applied to monitor user opinions about a company, its products, and services, providing valuable feedback for betterment. This direct feedback can also help businesses reduce the costs associated with research and development by enabling them to learn directly from their users about their requirements [3].

Social Media Management

Social media management encompasses the creation, distribution, and analysis of content for social media platforms such as Facebook, Instagram, and Twitter, as well as engagement with users on these sites. Companies can use social media analytics to monitor customer feedback on their business, products, and services, which can provide valuable insights for improvements. By gathering information about their clients' needs, companies may also reduce the costs associated with research and development [4]. The major goals of social media management are to raise brand exposure, maintain brand reputation, drive more traffic to a website, improve public participation, increase conversions or sales, develop leads, provide customer care, and obtain market understanding through social listening. Generally, actively managing business related social media accounts has been found to have a positive impact on the amount of user-generated content and can stimulate public discussions about the organization [5]. Technologically speaking, companies have the option of participating in social media platforms using either the SMPs' web interface or more advanced social media management technologies such as Hootsuite, Salesforce, and Spreadfast. These technologies offer monitoring abilities, such as sentiment analysis, influencer analysis, and trend analysis, and help to streamline the workflow for users' communication by providing features such as multi-user management, scheduled sharing, and automated responses.

Regardless of the use of dedicated social media management tools, a company's social media management strategy must be in line with its strategic objectives in order to be successful. For example, if a company's earnings are closely tied to its reputation and general understanding, actively shaping that perception becomes crucial for the organization's success. However, determining the optimal degree of engagement to not only increase message dissemination but also enhance the general insight of the company remains a difficult decision at the strategy level [6]. Therefore, businesses

must develop a strategy for their participation in social media to improve the way the public perceives them. Companies must make various decisions when it comes to their social media management strategy, such as selecting which SMPs to be active on, defining the purpose of their interaction (e.g., customer care, marketing, etc.), and determining the degree of user communication they want to engage in. Social media management systems offer capabilities that enable unified management across multiple SMPs as businesses are compelled to be engaged on various SMPs. In general, social media management is an important component of contemporary marketing and communications and demands a combination of technical knowledge, creativity, and planning [7].

Social media management strategies

Businesses may develop their reputation, interact with their intended consumers, and boost sales and engagement with the aid of efficient social media management tactics. Here are some crucial strategies to think about:

i. Develop a social media strategy: The secret to effective social media management is an explicit social media plan. Social media differs from conventional marketing and advertising methods. Social media is a blend of technology, interpersonal relationships, and the distribution of written, visual, audio, and video content [8]. In short, its "communications" has been made richer and more insightful. This must encompass objectives, intended audience, messages, variety of content, publishing rate and measures of success.

ii. Recognize target audience: It is essential for a company to understand its target market's demographics, platform preferences, and preferred types of information. The company can use this knowledge to create content that engages with their audience and drives engagement [9].

iii. Monitor and reply to feedback: Brand loyalty and consumer relationships can be strengthened by responding to feedback and interacting with customers.

iv. Analysis and strategy improvement: A company can evaluate the performance of its social media strategy and make necessary changes based on the analysis of social media metrics.

v. Collaboration with influencers: Working with influencers can expand a company's reach and strengthen its reputation with the target market.

vi. Consistency: Maintaining engagement among followers through frequent posts and messaging on social media channels will help in increasing brand recognition [10].

vii. Quality content: The secret to succeeding on social media is to produce high-quality. The target audience should benefit from the content, which should also be attractive and engaging.

In general, social media management tactics should be adapted to the requirements and objectives of each company. Businesses may use social media to develop their brand and interact with their target audience by developing a thorough plan and keeping up with the most recent trends and best practises.

Benefits of social media management

Several advantages of social media management include:

i. Cost: Social media is an economical marketing strategy, regardless of the marketing budget. It costs nothing to sign up for social networking platforms, publish material, reply to user comments, and more. Even social media advertising is a successful way to connect with your target market and develop an online following [11].

ii. Reach: One may interact with folks from all over the world on social media platforms like Facebook and LinkedIn. Reaching specific audiences is also possible through social media networks like Pinterest. Traditional marketing and advertising cannot compete with the scale and cost-effectiveness of social media. Because of this, social media management for businesses is essential [12].

iii. Users: Social media integration into marketing strategy enables matching user behaviour with marketing objectives. For instance, 74% of individuals now use social media to help them decide what to buy. Needless to add, a significant number of people use social media for guidance before making purchases.

iv. Performance: Business owners and marketers both agree that social media marketing and advertising are effective. Companies can enhance their image through social media and possibly create leads and revenue. As an example, nearly 45% of business-to-business (B2B) marketers have acquired a client via Facebook [13].

LITERATURE REVIEW

Y. Chen, et.al (2022) suggested a social media marketing strategy model for Small and Medium Sized Enterprise (SME) in which customer knowledge was managed [14]. The text was mined for capturing the knowledge about customer. The Kano model was utilized for attaining knowledge from customer. For this, the critical requirements, helped in constructing the suggested model, were illustrated. The acquired knowledge was called a knowledge for customer. Five elements: Context, Channel, Content, Communication and Continuity, were comprised in this model for SMEs to perform social media promotion. The findings depicted that the suggested model provided effective insight to enhance the social media marketing, and efficacy to manage the customer knowledge in enterprises. E. Gołab-Andrzejak, et.al (2022) introduced a decision support system (DSS) on the basis of managing the social media (SM) engagement [15]. In this, Artificial Intelligence (AI)-based tools were implemented in a case study, conducted on higher education industry [15]. This study resulted in identifying the efficiency of AI to enhance the customer engagement (CE) in SM. Meanwhile, some instances of AI-based tools were also put forward. The results demonstrated that the introduced system assisted the universities in acting more successfully, and enhancing their non-financial performance later on. This system was useful for universities to make decisions in the domain of managing social media engagement.

Y. Zeng, et.al (2021) developed a mechanism in which Customer Knowledge Management (CKM) method, for social media, was deployed for enhancing the customer experiences [16]. The text was mined and the Kano model, used to support the knowledge management procedure, was implemented for extracting the knowledge-about and knowledge-from the customers. The output was obtained as a social media application to create and transmit the knowledge-for customers to the target customer of the Small and Medium Sized Enterprises (SMEs). The developed mechanism was adaptable in diverse SMEs sectors for conducting their businesses based on the CKM and social media marketing for transmitting the products and services for Chinese customers.

W. Lu, et.al (2021) formulated a social media model for promoting Batik and Batik training courses to Chinese consumers [17]. For this, a model was exploited for managing the customer knowledge. The knowledge related to customer and knowledge extracted from customer was analyzed using Text mining and Kano model. Subsequently, the research design knowledge was extracted for customer for improving the customer experience. The social media prototype was built for Thai batik SMEs for delivering the product information and booking services to Chinese customers and it was obtained as the output. The findings indicated that the formulated model was applicable on other types of Thai SMEs as a guideline for designing and developing their own social media marketing approaches.

V. Adke, et.al (2022) investigated the key factors that laid impact on the adoption of social media channels to manage the customer experience [18]. Moreover, an application of tools of managing the social media was implemented. The analysis exhibited that the enterprises considered several components, namely usability, response strategies, other customer service channels, to adopt the social media. The presented approach emphasized on creating these factors in the form of research questions for generating the basis for future studies and validating it in an empirical way. The practicality of the presented approach was proved for offering the insights to enterprises to consider the factors in order to adopt the social media channels while managing the customer service.

S. P. Akula, et.al (2021) focused on the sincerity of social network news [19]. Long Short Term Memory-Recurrent Neural Network (LSTM-RNN) algorithm was projected for generating a framework for recognizing a false news. Convolutional Neural Network (CNN) and RNN were adopted and found effective for recognizing diverse dynamic trends in textual outcomes. A publicly available dataset called Kaggle was employed, in which social media news articles comprised, to train the generated framework. A comparative analysis was conducted on the projected algorithm against the other Deep Learning (DL) methods. The outcomes validated the supremacy of the projected algorithm over other techniques to capture and analyze the image content.

C. De Maio, et.al (2020) constructed a context-aware ad-targeting (CAAT) mechanism with respect to time, locations, and inferring interests of users [20]. To achieve this, the published content was analyzed. This mechanism was planned on the basis of fuzzy extension of Triadic Formal Concept Analysis (TFCA) to recognize the Location-based and Content-based communities of users. After that, a task of fusing the community called Join was executed in order to match a target audience. The tuning of this procedure was done to recognize a huge or narrow community, and deploy a fine-grained ad targeting. In the end, a cross join operation was performed to investigate the targeting audiences suitable for the promotional subjects and position. The experimental results exhibited that the constructed mechanism performed well on the gathered tweets dataset. This mechanism offered higher efficiency in afternoon as richer tweets set was available at that time to classify the interests of users.

H. Purwanti, et.al (2022) recommended a TOEP application framework, and various hypotheses were made for testing the function of diverse factors related to technology, organization, environment, and information procedure [21]. A Structural Equation Modelling (SEM) was implemented for testing the recommended framework on the data generated

from Small and Medium Sized Enterprises (SMEs) in the Banyumas region having a sample of 115 SMEs. The analysis indicated that various factors laid impact on adopting the social Customer Relationship Management (CRM) and these factors were: relative advantage, complexity, compatibility, employee IT/SI knowledge, government support, information usage, and its extraction. The results revealed that the recommended framework was more effective for determining the factors that had effect on social CRM in SMEs in comparison with the existing techniques.

I. I. Ibrahim, et.al (2022) emphasized on analyzing the deployment of social media in e-commerce in several kinds of industries and countries [22]. A Systematic Literature Review (SLR) technique was presented in this study. The outcomes of analysis indicated that this technique was capable of recognizing the kinds of social media platforms applied in accordance with the kind of industry and country. The major focus of journal studies was analyzed based on the deployment of social media to create the customer reliance and approaches which were effective in the case study. For analyzing the social media big data, the Lexicon-based technique with Twitter was adopted. Moreover, this work defined the general model of the adopted technique for analyzing the social media. The adopted technique was robust for offering the information to researchers related to the techniques which the companies had exploited to analyze social media so that the customer trust was maximized.

E. Cuevas-Molano, et.al (2023) designed a new framework for analyzing the effect of 31 structural, semantic, and morphological content factors among consumer engagement (CE) [23]. For this, an analysis was conducted on the number of likes and comments on 680 brand posts collected from 14 Instagram fan pages over 10 sectors [23]. The results indicated that a solid model was generated which offered an explanatory power around 73.1% for likes and 47.5% for comments. Moreover, the factors having influence on different engagement levels such as videos with sound, carousel posts with multiple photos were also analyzed. Moreover, the generated model emphasized on graphics, interactive content in which voting, contests, and questions offered superior engagement concerning comments. The practicality of the generated model was proved for studying and implementing the social media solutions to improve CE.

Comparison Table

Author	Year	Technique Used	Results	Limitations
Y. Chen, et.al	2022	a social media marketing strategy model	The findings depicted that the suggested model provided effective insight to enhance the social media marketing, and efficacy to manage the customer knowledge in enterprises.	This model was lack of some factors due to which its efficacy was found poor in some cases.
E. Gołęb-Andrzejak, et.al	2022	A decision support system (DSS)	The results demonstrated that the introduced system assisted the universities in acting more successfully, and enhancing their non-financial performance later on. This system was useful for universities to make decisions in the domain of managing social media engagement.	The major limitation was that these secondary sources were employed in this work. These sources were resulted in incomplete results during analysis.
Y. Zeng, et.al	2021	Customer Knowledge Management (CKM) method	The developed mechanism was adaptable in diverse SMEs sectors for conducting their businesses based on the CKM and social media marketing for transmitting the products and services for Chinese customers.	The kano questionnaires provided to customers containing several questions which created complexity for concentrating on their attention all the time while answering the questions.

W. Lu, et.al	2021	A social media model	The findings indicated that the formulated model was applicable on other types of Thai SMEs as a guideline for designing and developing their own social media marketing approaches.	This model was utilized only for small sized industries which had lower budget.
V. Adke, et.al	2022	key factors based approach	The practicality of the presented approach was proved for offering the insights to enterprises to consider the factors in order to adopt the social media channels while managing the customer service.	The development of the presented associations was not studied quantitatively. Moreover, the presented approach was unable to differentiate among diverse industry kinds.
S. P. Akula, et.al	2021	Long Short Term Memory-Recurrent Neural Network (LSTM-RNN) algorithm	The outcomes validated the supremacy of the projected algorithm over other technique to capture and analyze the image content.	The issues related to the fidelity and consistency of these automatic algorithms was occurred.
C. De Maio, et.al	2020	Context-aware ad-targeting (CAAT) mechanism	The experimental results exhibited that the constructed mechanism performed well on gathered tweets dataset. This mechanism offered higher efficiency in afternoon as richer tweets set was available at that time to classify the interests of users.	This mechanism was applicable only on one social media platform and it gathered only limited contextual features.
H. Purwanti, et.al	2022	TOEP application framework	The results revealed that the recommended framework was more effective for determining the factors that had effect on social CRM in SMEs in comparison with the existing techniques.	The experimentation in this work utilized similar metrics of all models.
I. I. Ibrahim, et.al	2022	Lexicon-based technique	The adopted technique was robust for offering the information to researchers related to the techniques which the companies had exploited to analyze social media so that the customer trust was maximized.	This work analyzed the data to some particular platforms that was its major limitation.
E. Cuevas-Molano, et.al	2023	A new framework	The practicality of the generated model was proved for studying and implementing the social media solutions to improve CE.	The size of the sample was small and the scope of the reviewed literature was limited.

CONCLUSION

Company's earnings are closely tied to its reputation and general understanding, actively shaping that perception becomes crucial for the organization's success. However, determining the optimal degree of engagement to not only increase message dissemination but also enhance the general insight of the company remains a difficult decision at the strategy level. The social media management technique is improvised day by day and it is also improving with time.

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