



Is Social Media an Organic Reach for Business?

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Abstract - This study is basically about Social Media in the business field, for the advertising of business. The effect of business in Social Media was developed in five stages by analysis, design, development, implementation, and advertising. This study was conducted on the basis of the performance of Social Media in business and is expected to be helpful.

When we talk about social media reach, Facebook is always at the first place. It also the first platform for the decline of organic reach on social media.

Everywhere you look, organic reach is falling. For small businesses, it's not always easy or of low cost to pay for marketing on social media. For others, it's about balancing the paid reach with organic. Before you can combat the fall of organic reach on platforms like Facebook, you have to understand why it happened.

After all, we don't know how to fix it without understanding how it got broke. The first thing most people will tell you is that Facebook, Twitter, and LinkedIn is just for making money. Well, ofcourse it is a business. As we all know, that every business has to make money somehow. Facebook and every other social media platform wants to show users only the content that is most interesting.

Keywords— Social Media, Organic Reach, Business, Marketing on Social Media, Facebook, Twitter, LinkedIn

Introduction

Social Media

Social media started is a organic marketing tool with an emphasis on creating engaging and interesting content that people actually liked.

Over the past three to five years, paid (or sponsored) content has become a staple of most social media marketing efforts. While Facebook has been the clear leader in driving paid social media content by actively reducing the exposure of organic content, most other social networks are testing paid

content (including newer networks like Pinterest and Instagram).

Organic Reach

Organic reach is proper quantity of unique people who were shown your post through unpaid distribution. Paid reach is the total number of unique people who were shown your post as a result of ads. Organic reach is one of the social brands seek when they go in search of social media visibility across various platforms.

2. THE FOUR BIGGEST CHALLENGES FACING SOCIAL MEDIA STRATEGISTS

With new platforms, changing roles and evolving customer demands, maintaining an effective social strategy across the board is never easy.

If fact, it is often incredibly challenging. For more in depth case studies and analysis, check out our Social Media Best Practice Guide.

Meanwhile, with some few examples of how many other brands have overcome them, here are just four of the biggest challenges facing strategists today.

Choosing between a global & local strategy

Finding out how to manage social media across multiple countries requires careful planning.

The biggest factor for companies to consider is whether to have a global or local strategy. Without a 'one-size-fits-all' approach, the best solution can be surprisingly hard to figure out.

While a company might benefit from a global strategy – where consistency across all portals will be guaranteed – another might find that the opportunity to speak to an audience in a colloquial or cultural context outweighs this. What's more, if a global team tries to implement



localization, the risk of gaffes and blunders through lack of cultural understanding is always high.

For many companies, while they may be costly and tricky to manage, the decision to employ local, in-house teams often proves to be the most successful.

Take Starbucks for example. Through its various regional channels, it manages to combine its core brand values with local and contextually crafted messages for each specific audience.

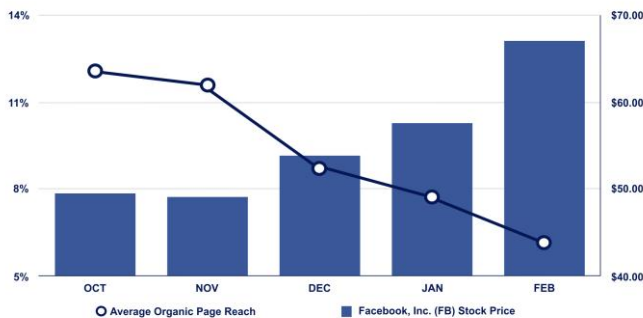
Maintaining brand reputation

It's a daunting prospect to hold a brand's entire reputation in your hands. However, for anyone tweeting on behalf of an organization, this is often the reality.

As this responsibility can fall on a variety of shoulders from experienced editors to inexperienced social media execs it is vital that brands set up proper guidelines for all employees to follow.

Naturally, this can in itself prove to be an incredibly difficult task. After all, if a company is well-known for being 'edgy', where should it draw the line? Without clear guidelines, boundaries can become dangerously blurry.

Having clearly defined rules can mean the difference between a funny tweet and a downright offensive one.



Resolving issues

While effective brand guidelines can help to prevent social media gaffes, no brand can guarantee that an audience won't take offence – even if it is entirely unintentional.

The biggest challenge for social media is crafting the best response and the better results. For many brands, the tendency to use Twitter as a customer care platform can lead to proper reactions.

However, this can easily spiral out of control. If you reply to one tweet, you might feel obliged to reply to them all, ultimately leading to a loss of credibility and reputation. A

good example of how to overcome a situation like this is restaurant chain GBK.

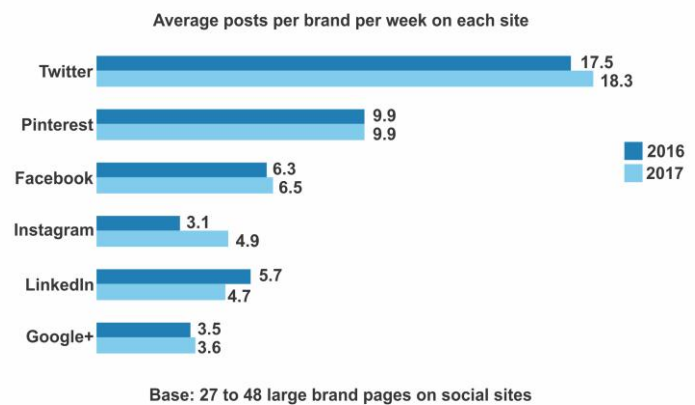
Due to an ad campaign using various slogans like "resistance is futile" and "they eat grass so you don't have to", the brand was unsurprisingly inundated with angry tweets from its vegan and vegetarian customers.

However, instead of giving an immediate and defensive reaction, the brand came to the decision to wait, plan and eventually issue an appropriate and considered response.

Diagram

Below is the diagram which shows the total posts per brand per week on each social media platform.

There is a proper graph chart of each social media platform showing average percentage of posts given.



3. How social media is helping news spread faster than ever

News - good or bad, true or false - has always traveled fast, but since the dawn of social media, it travels faster than ever. Here is how the social media is helping us in spreading news globally at a rapid pace.

4. How news reaches us today

Once upon a time, we had to wait for newspapers and news reports on the TV or radio to get the latest local, national and international news.

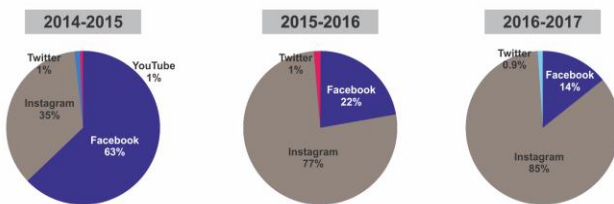
Today, newsfeeds on social media pages and push notifications sent directly to both Android and iOS mobile phones keep you up-to-date on what's happening around you with the iPhone 'Amber Alert' feature even being known to joint their unsuspecting (many iPhone owners first learn about their phones having this feature in this way) owners awake in the middle of the night to bring them the latest news updates to related that.



The ability to instantly share record and share news directly from your mobile as they happen means in many cases, news about basically natural disasters, bombings, shootings, etc. this is how we can reach social media before news crews can make it to the scene.

This was, for instance, the case with the 2012 mass shooting at Colorado's Aurora Movie Theatre, where witnesses were posting updates to social media well before news crews arrived - and when the Cologne fans came in their masses supporting their team during their Europa League clash against Arsenal closing down much of central London.

Total Usage of Social Media Platform
(September 1, 2014 - August 31, 2017)



5. How social media helps news spread faster than ever

The thing is, once posted onto social media news takes on a latest incident or latest news. Shared by readers among their networks of friends, news reach exponentially growing numbers of people fast.

New mobile features are allowing companies to reach a new audience, whether this is through Ad Formats or taking advantage of Live-Streaming technology. A range of sports leagues, businesses and event organizations stream on social networking platforms to followers.

3. Post evergreen content

“Create evergreen content” is one of those things that’s easier and are said to be easily done. A normal post on social media, especially on popular platforms like Twitter or Facebook, can have a widely varied of lifespan.

These posts also need to be prope and attractive. You may, work in a boring or dull industry, but you can still find a way to make your posts stand out despite the subject matter.

4. Work smarter, not harder

Facebook itself has said that the average usage is over 1,500 posts per day. To increase reaches or likes, the news feed only shows 300 of these – those that are most usefull for the user.

Exchange, one of the main platforms for live E-sport streaming and video games provides for a range of excellent material in which you can learn and fun from them, this is all distributed out of social media, so it attracts viewers on to their site which increases number of views.

Some of the best material includes a broadcast of ultimate high-stakes poker and League of Legends. Each of these videos has in between 200,000 and 1 Million total views.

6. There are 10 ways to increase your organic reach on social media

1. Focus your efforts on the right places

Most businesses will assume that they need to have a presence on everything from Facebook to Pinterest, but that’s not necessarily the case.

2. Optimize your social media profiles

There are different factors which you know and love work here, too:

- An username which is not so difficult
- A proper photo or a brand logo
- Keywords with description
- A proper link at back of your website

When posting any photo or a video, use these same factors to decide which images or videos you use, which type of keywords it include, and how you phrase your own sentence. This applies to any and all social media platforms.

5. Use targeting to maximize organic potential

This factor will vary from platform to platform, but exchange of these settings of your posts to specific members of your audience can give you a proper result in an organic result. For Facebook, you can use organic post targeting to exchange who will see it.

There are eight options on Facebook you can use:

- Gender
- Relationship
- Status



- Education level
- Age
- Location
- Language
- Interests
- Post end date

The same type of options are available on Twitter.

6. Post during slow hours

Another misconception is that you should post when everyone is online, but that's just going to throw your content into the hurricane of posts that people are seeing. If you wait until non-peak hours to post, you're less likely to get drowned in all the noise.

Looking at research data, these are generally the best times you should be posting:

- **Facebook** – (Thursdays/Fridays) between 1pm and 3pm
- **Twitter** – (weekdays) between 12pm and 6pm
- **LinkedIn** – (Tuesday – Thursday) between 7am/8am and 5pm/6pm

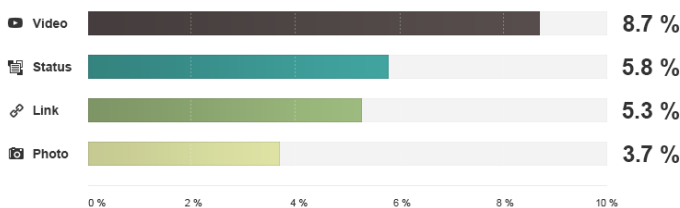
Of course, you should look into data for your own audience, if you can.

7. Post the right types of content

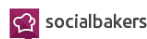
An interesting study done by Social media is revealed, that certain types of content can give you a huge advantage in organic reach.

This results in the study of the showed videos that had the highest organic reach on Facebook by a margin of almost 3%, and the organic reach has dropped to 1% or less.

Average Organic Reach



Date Range: October 1, 2014 to February 4, 2015
 Data: The sample consisted of 4 445 Brand pages and the more than 670 000 posts



8. Promote your profiles everywhere

Every business has a presence which should also showcase their social media platforms. On the website, the storefront, the business cards, the signature on each emails, anywhere you can think of.

You should also consider that adding the following buttons on your website make users instantly follow or “like” your website page, without leaving your company’s blog or website.

You can also promote your social media profiles. Turn your Facebook likes into Twitter followers and vice-versa. You want you are active everywhere that will ultimately grow your organic reach immensely..

9. Post the right balance of promotional / useful content

This one is quiet difficult, because you immediately have to promote your own product or service on social media. But you can't always think about yourself when it comes to such things. Users expect to find content which is useful for them, as well.

Sharing valuable content (how-to guides, articles, new posts, etc.) grows a user’s trust in each and every brand.

They come to know you as an authority in the industry and will therefore trust you when you recommend a product or service.

We must not forget that this variety should also include a mix up of videos, images, and other multimedia and content types.

10. Interact with and engage your followers

Organic social media is never easier than when people come directly to your page.

If you properly engage with people and reply to their comments, you're going to build a great reputation that will spread. People will look for your posts because they'll be genuinely interested in what you're doing.

Forging that kind of bond is important for all aspects of your business, but it can create a viral effect for your organic reach. Word-of-mouth will spread across new members of your social media and they will in turn come and see what your company has to offer.

Final thoughts



"The secret to social media reach is the same as the secret to ranking well on search engines. It's all about optimization, user experience of work, and quality content that you write." If you have started thinking about your social media efforts then you in the same way you should think about your SEO work.

How do you maximize your reach on platforms like Facebook and Twitter? Let us know in the comments below!

Social Media Theories and Laws

There are many concepts which explain in detail about social media:

- **Social cognitive theory**

According to this theory, individuals are good observers as they learn from others via observation. For example in the 1960s Albert Bandura (a pioneer in social cognitive theory) argued that when people see someone else awarded for behavior they tend to behave the same way to attain an award. People are also more likely to imitate those whom they identify.

- **The social presence theory**

Relates to how much intimacy we can achieve using technology. In 1990 Fulk argues basically that the more physical contact we have the greater the presence. Greater presence causes greater intimacy. The less the personal communication, the less social value it has. Examples email, text messaging, chat rooms interaction will have less value than phone which has less value than sitting across the table from someone.

- **Media richness theory**

It is presented by Daft and Lengel in 1986. And they argued through communication problems/ambiguity can be solved. For example a phone call will not be able to produce gestures. "This makes it less rich than video conferencing which is able to communicate with the client to some extent but more rich than email."

Media Laws

Some of important Media Laws are as below.

- **Sarnoff's law**

David Sarnoff is pioneer of broadcasting business and a founder of NBC presents this law. This law states that "the

value of a network increases linearly the more people on that network".

Which means a network with one hundred participants is worth ten times more than a network with only ten members.

However, the drawback of Sarnoff's law is that it is applicable only for one-way media like television, radio where there is no interaction between the sender and receiver.

- **Metcalf's law**

In 1980 Robert Metcalfe presents this law. This law states that Value of network goes up when more and more nodes are connected to each other.

But according to Evans the disadvantage of this law is that it assumes interactions, and is only applicable to two-way communications such as email and telephone conversations.

Advantages of social media :-

- reduced marketing costs
- increased sales
- increased traffic to your website
- improved ranking on search engines
- greater customer engagement
- greater access to international markets
- opportunity for customer feedback
- opportunity to conduct market research about your customers
- Improved networking opportunities with customers and other businesses.

Disadvantages you should be aware of are:

- Not having a clear marketing strategy may result in reduced benefits for your business.



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- Additional resources may be needed to manage your online records.
- Social media is updated continuously and needs daily monitoring.
- If you are not properly managing your social media, you may not see any benefits.
- Risk of unwanted or inappropriate behaviour on your site, including bullying and harassment.
- Greater exposure online has the potential to attract risks. Risks can include negative feedback, information leaks or hacking.

Conclusion

The Result of the analysis is that Facebook and Twitter are clearly pay-to-play platforms. On the other hand, the result of Google+ is the drop in of the active users and the restriction on links and reviews appearing on search result pages. However, the other Social Media platforms are doing well in terms of organic reach.

At the end, the social media platforms with the most organic reach bottom to top are Instagram, LinkedIn, Pinterest, Twitter and Facebook.

The choice of platforms to promote the brand is dependend upon the marketing goals and the demography of active users you want to reach on the platform.

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