

# Social Media: Interface between Policy Makers and Common Man

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# INTRODUCTION:

- What is social media?
- Social media is the process of building of awareness about you, your activities through the various social media channels.

# RESEARCH PROBLEM

- This Research would like to find out the Interface between Policy Makers and Common Man through Social Media, find out importance of Social Media in Marketing and to find out important role of Social Media to achieve the most useful target of marketing.

# OBJECTIVES OF STUDY:

- 1) To understand the concept of Social Media
- 2) To know the impact of Social Media on Common man
- 3) To find out the Interface between Policy Makers and Common Man through Social Media

# DESCRIPTION:

- Interface between Policy Makers and Common Man through Social Media is important mainly in marketing area because:
- It is the fastest way to spread over the world about a new product, service or news item and also new concept to common man. Tweet can go in minutes and spread a message around the World faster than other traditional media.
- It is a useful and effective trend – Because Millions of people spend a lot of time on social media networks so if you want to meet them you can effectively come to know where to find them.
- It is the new and important influencer – Social media is becoming a great sales channel and more and more companies are starting to use it because they get customers from Facebook or Twitter
- It is the new marketing concept – Now a day's people are spending very much time on social media so as a marketer you have to start thinking about this way

- As most of you know our view of marketing is it's a tool we use to inform consumers about our products, who we are and what we offer. Social media does that .Consider the following points:
- We can use social media to provide an identity to who we are and the products or services that we offer.
- We can create relationships using social media with people who might not otherwise know about our products or service or what our companies represent.
- Social media makes us "real" to consumers. If you want people to follow you, don't just talk about the latest product news, but share your personality with them.
- We can use social media to communicate and provide the interaction that consumers look for.

# Social Media Marketing tips for beginners

- **1. Decide which social media device or devices to use :**
- **2. Properly make your social media profiles**
- **3. Connect your website with your social media pages**
- **4. Use social media buttons on your website**
- **5. Find and follow the influencers**
- **6. Keep a balance between following and followers**
- **7. Share interesting contents**
- **8. Post many times per day but avoid overdoing it**
- **9. Don't forget to follow back**
- **10. Follow the rules and be patient**

# Disadvantages of Social Media Marketing

- **Increased brand awareness**
- **Better customer satisfaction**
- **Cost effective**
- **Increased inbound traffic**
- **Gain market insight**



## Disadvantages:-

- **Exposure to competitors**  
**Needs qualified personnel**
- **Slow returns on investments**
- **Tarnish brand name**
- **Time consuming**

# FINDINGS :

- Social Media in the work place plays important role. Web based communication approach is on lead position. Icons like Twitter, Facebook, youtube dominate the way of people to interact with each other. Need to be updated is realize by the people. We are beginning to communicate more through electronic means than face to face. Talking on a phone has been replaced more and more with SMS (texting.) Social media channels are becoming the main form of communication



# SUGGESTIONS:

- Before you invest in social media marketing strategy, strongly consider the effect of the system on your business. Having a social account to advertise your product is good idea that can help boost your business while spreading your products information over a large geographical area.



# CONCLUSION:

- Using social media there are 2 important pillars. The first one has to do with the setup of your social media profiles and the second one is about usage i.e. how you use your social media account.
- For the first pillar, it is important to engage in the networks more suited to your niche and to have a proper connection between your social media pages and website.
- For the second pillar, it is important to follow the right people, be followed by the right people and share relevant and interesting content.
- Social Media in the work place plays important role. But Before you invest in social media marketing strategy, strongly consider the effect of the system on your business.

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- *Thanks !!!!!*