

# Social Networks

## Not Only For Socialing

■ @HebaAlsamt

The viral effect of "word-of-mouth" and peer-to-peer recommendations

### Uses of social media

Over the few past years, among the sites Facebook, Twitter and many other websites have become the almost popular and widely used.

How can I protect my password ?



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# INFLUENCERS AND ADVOCATES

**W**e've been hearing the word "influencers" a lot yet unfortunately till now not many understand it

especially in our region (MENA). For brands and businesses connecting with targeted audiences is a key goal. But how has always been the **"Million Dollar Question"**.

In the era of social media we now know that the viral effect of "word-of-mouth" and peer-to-peer recommendations has more impact on users and consumers than traditional advertising.

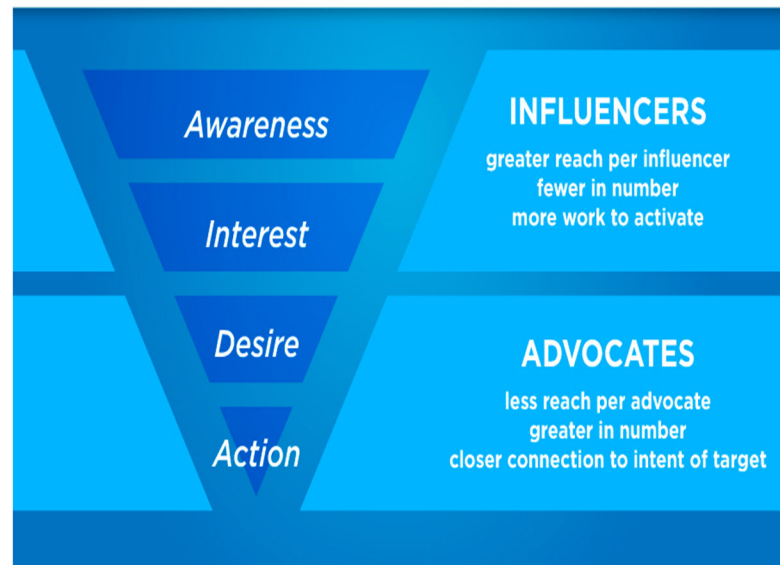
That's why we see many brands and businesses leveraging influencers / advocates to endorse their products or brand hoping to drive action to their targeted demographic. This takes me back to one important thing though, influencers or advocates? What's the difference? Which one do I need? How to identify them?

Believe it or not there is a difference, Brand advocacy is most powerful and trusted when real consumers authentically promote a company or brand rather than influencers. Advocates are characterized as having a long-lasting loyalty and motivation . 18% of the general public trust influencers compared to 92% who trust brand advocate .

## Influencers & Advocates and Their Impact in the Funnel

*Influencer: Relationship with Topics / Audience Segments [EARNED]*

*Advocate: Relationship with the Brand [OWNED]*



A **WORD-OF-MOUTH**  
RECOMMENDATION IS  
THE PRIMARY FACTOR BEHIND

**20-50%**  
OF ALL PURCHASING DECISIONS



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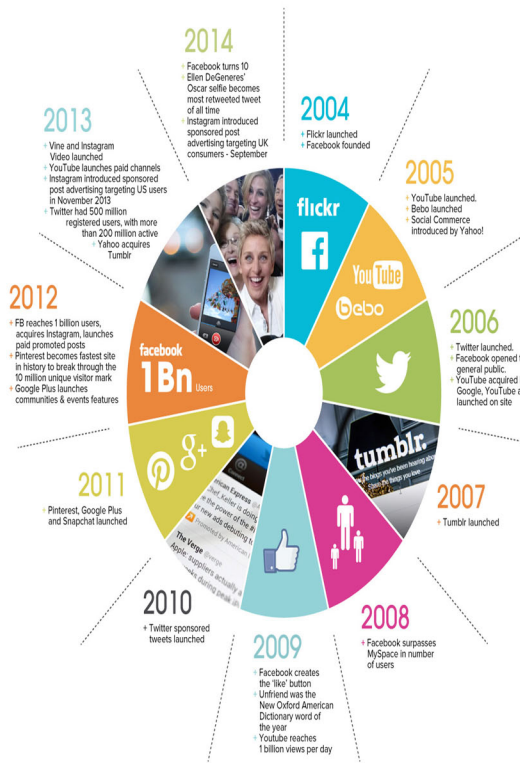
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The need for the communication and interaction with people is from a human nature. When people sending some information like their personal information to other people in other region, in that case the war of information may occurred. As a result, the social communication as a concept explored since ancient times. Before 1900s, people were using a letter with paper transmitted hand-to-hand or using Homing Pigeon.

The earliest form of postal service was since 550 years ago. In addition, this primitive delivery system would become more widespread and streamlined in future centuries. In 1792s, telegraph invented, and it allowed messages to be delivering over a long distance far faster than a horse. Although telegraph messages were short, they were a revolutionary way to convey news and information. There were two important discoveries happened in the last years of the 1800s, in 1890 telephone discovered at that year, then the radio at 1891 Both technologies are still in use today, although the modern versions become more sophisticated than those old ones. Telephone lines and radio signals allow people to communicate across great distances.

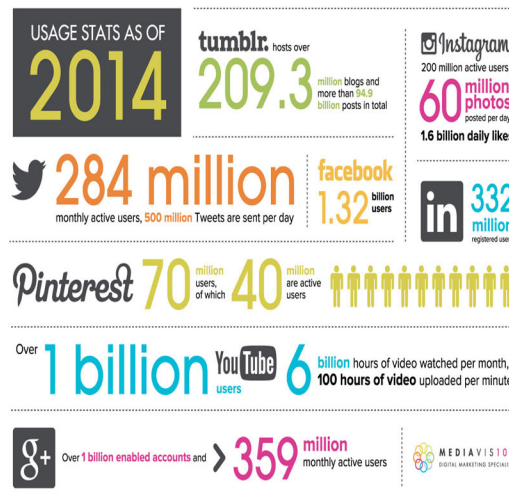
In the 20th century, the technology began to change very rapidly in those days. The super computer produced in 1940s. the earliest forms of the Internet developed in 1960 E-mail, which defined as textual messages sent over Internet that also means electronically transmitted. This technology, e-mail, developed in the 1960 too. By the 1980s, home computers which being more common and social media was being more refined. Chatting over the Internet was first used in 1988 and continued to be popular well into the 1990s .

## EVOLUTION OF SOCIAL 2004 - 2014

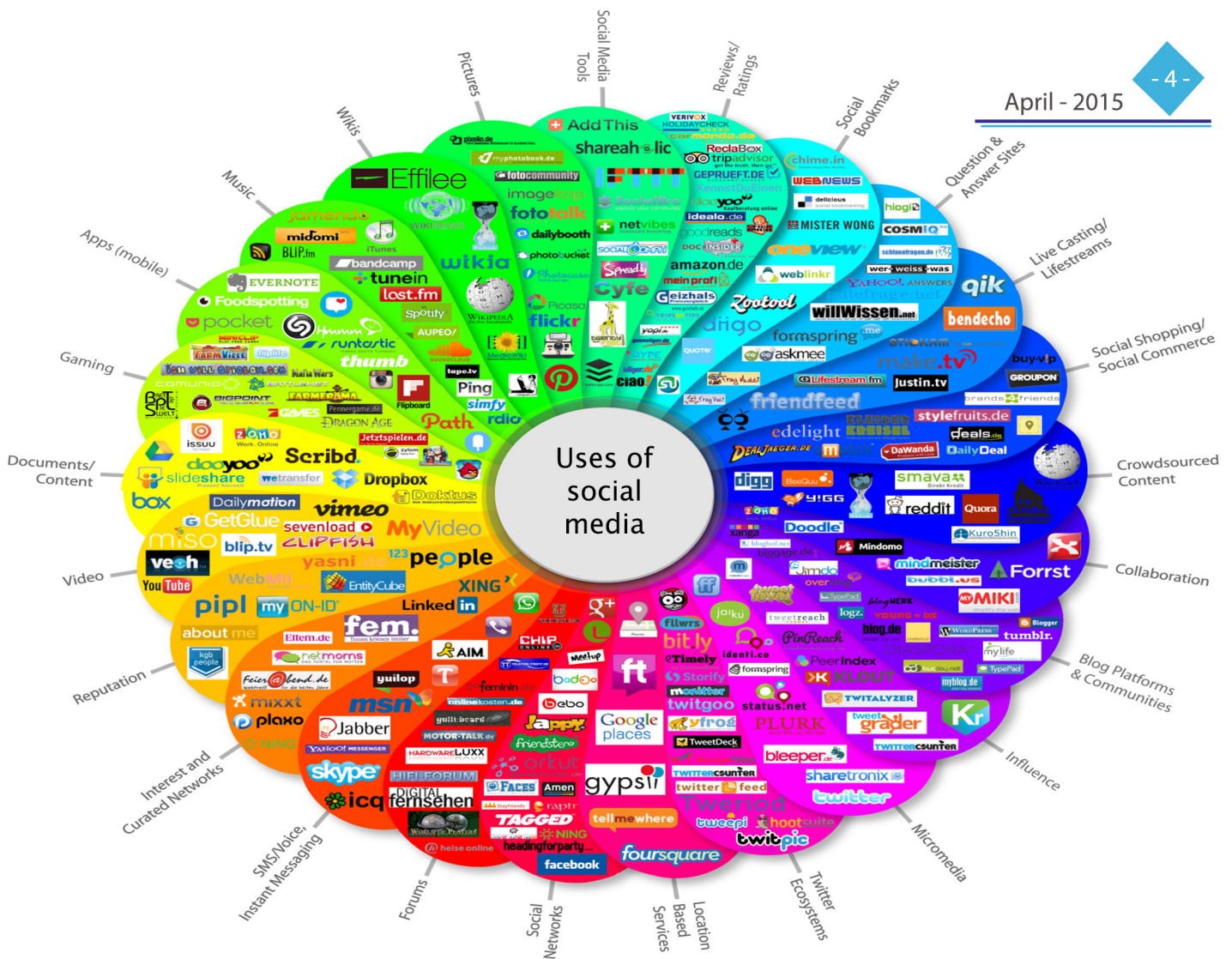


The first recognizable social media site, Six Degrees, which made in 1997 It enabled users to upload a profile and make friends with other users In 1999 the blogging sites and social media at that time become popular especially the social media was becoming a sensation, and that is still continuously until today

Today we have social media, which began to explode in popularity. Sites like Myspace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005 creating an entirely new way for people to communicate and share with each other across great distances.



In 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.



# Uses of social media

Over the few past years, among the sites Facebook, Twitter and many other web-sites have become almost the most popular and widely used

Social media used initially to expand the marketing companies such as McDonald's, Pepsi and other companies. It has also a low-cost way marketing and conserve time and effort. As well as the ability to send customizations to a specific users by cookies. In addition of being a good worker for small companies and institutions to gain more clients.

Social media has also used as a quick means to deliver news, circulation and used by celebrities to communicate among themselves, and for public communication, also enables friends to communicate with each other between the long distances, without the need for meetings.

It also helped significantly in the fields of science and

It also helped significantly in the fields of science and conferences, in terms of the establishment of a special thread for that, It increases the breadth of knowledge.

Social media also can be beneficial for companies, consumers and small users, but this does not prevent of being susceptible to penetration, so we should be more careful.

# “ How the social media become meaningful ? ”

Social media sites become more popular and attracts a lot of criticism as well as praise, which gains the attention from multinational companies, and they use it in many different ways like : a cheap marketing tools. And also one of most advantage is helping the people to connect with friends who can not be directly connect with.

The most important services in this field are : teaching, e-learning and e-business...etc .There are significant differences between the patterns of using the sites, but 90% of all faculty are using social media in courses they're teaching or for their professional careers outside the classroom. It has been used nearly two-thirds of all faculty social media during a class session, and 30% have posted content for students to view or read outside class. Over40%of faculty have required students to read or view social media for a better understanding and as part of a course assignment.

Of course that does not mean there are no problems in using social media.The most pressing concerns are the privacy and integrity80% reported that “lack of integrity of student submissions” is “important”.

However, faculty believe that social media sites offer value in teaching, which means the importance of their presence .





# #Members Profiles :

Email or Phone

Password

Log In

 Keep me logged in[Forgotten your password?](#)

In each issue we choose some members to talk about themselves, to describe their personalities ,tell us about their dreams, plans , and ambitions



## Create Profile

It's free and always will be.

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Level

personality

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About :

# Renad Alqadi

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I am a person who is positive about every aspect of life. There are many things I like to do, to see, and to experience. I was born and raised in Qassim. In Qassim University, my first goal was to learn English, but after that I had to decide what to major in. IT was a pretty choice for me. After I took my first Information Technology course, Introduction to Programming, I knew I had made the right choice. From the very beginning, I loved programming and problem-solving. I realized that what I was learning had actual applications to so many real-life problems. For instance, knowing how does Twitter work? How GPS can find the shortest path from starting point to destination point? How can Google search so many huge files so fast? These are some of the questions that are fascinating to me. As an Information Technology student, I am learning all of this and more. I always wanted to be a great computer graphic designer. To achieve this dream I try to develop myself in this major and I am so close to my dream, yet. I am very excited to learn so many interesting things every day and to know that I can learn from all the different aspects Information Technology. I am proud and happy to have chosen Information technology this is exactly why I like joining to ACM .

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