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## The effect of social network on enterprise

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### Abstract

In recent years, social networks are gradually becoming popular with a large number of users usage is increasing. It is having a huge impact on modern society and, of course, businesses is no exception. Compared with old communication methods, social networks have outstanding characteristics helps it play an increasingly important role in the promotion process of the business. This news will introduce about social network, its role in social life, as well as point out the pictures The influence of social media on business promotion. From there to export the steps to take to have a successful promotional campaign.

**Keywords:** social network, enterprise

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### Introduction

Social network (social network) is a service to connect members with similar interests on the Internet together for many different purposes regardless of space and time. People who participate in social networks are also known as netizens. Netizens will the same connection and each person is a link to create a large network of information transmission believe in it.

Thus, the social network will spread itself in the community through interactions members of that community. Social networks differ from regular websites in the way they transmit information and integrate applications use. Websites are often like television, providing more information, The more interesting the information, the better. And social networks create open applications, supporting tools to People interact with themselves and create a stream of news and then spread it together.

Helps to connect, exchange and exchange between members easily. This is the basic role, tradition of social networks. Social networks have a connection role, not the type of connection of computer "using a cable to connect the router to the switch" which is a type of connection of 21st century "meeting people to make friends and get to know them better".

In essence, social networks are special tool that makes it easier for people to meet and maintain relationships, without having to travel much like a traditional connection. Although very useful, social networking still requires steps basic approach such as showing friendliness and taking the initiative to meet people. Social media helps This process goes more smoothly by increasing the possibility of meeting new people, getting to know common interests and keep in touch.

- Entertainment tools: With many features such as listening to music, playing games, sharing photos ... social media has become an entertainment tool that attracts many users.
- Integration and support for e-commerce development (e-commerce integration trend access to social networks is inevitable and increasingly blooming). E-commerce is growing development and inevitably, the cooperation between e-commerce businesses and social networks will increase closely to easily access a huge and stable customer base.
- Integrating brand and product promotion, is an effective PR (public relationship) tool of businesses in the Internet age: Classifying and advertising on the internet is no longer a new thing.
- Some countries use social networks as political and economic tools: This is also the reason most countries have consideration and caution in fully opening up to social networks associations of foreign origin. Partly because multinational social networks are often based in the country. In addition, the management has many difficulties. Part of it is due to the specificity of the social networking field very powerful communication tool for the public so if someone uses it for the wrong purpose could have dire consequences. In the near future, many experts evaluate the role of the Internet will be on par with television.
- Cultural promotion tools (of countries, organizations, businesses): Most developing countries are all trying to build their own social networks with their own national characteristics his family. Part of the reason is the reason above. Part of it is to use it as a communication tool culture, cultural promotion. It will be easy to see Korea's Cyworld Network step in Vietnam with the purpose of helping Korean businesses. Culture of many countries should be close thanks to social networks, which will bring many opportunities but also many challenges are waiting for the promoters.

**Material**

The rapid spread of "virus" information on social networks has made social networks the most effective and least expensive advertising channel for businesses, especially small businesses. One of the most important features of a social network is its high interactivity.

Once the information about the products and services of the business is posted on the social networking sites, this information will quickly spread from one person to another in a very short period of time.

Besides, unlike other media advertising channels where products or services of enterprises only reach customers in a one-way direction from businesses, with social networks, businesses can build meaningful communities. product-customer interaction; customer - product - customer. Direct feedback from customers will help businesses improve products and services better. That helps businesses that can rely on social networks to find partners, get closer to their customers, communicate with customers and "real" partners, and perform transactions. Faster, simpler translation when compared to the old communication methods (by phone, email, fax...).

No advertising costs, quick connection with partners and customers, information spreads quickly in the community, two-way interaction is clearer and clearer than the old methods. It can be said that social networks bring together many elements those other traditional methods of promotion and business do not have. Social networks are becoming an extremely convenient and quick access channel for businesses, and an effective business tool, a new source of "capital" for businesses to operate effectively. In particular, if the business model of the enterprise is not large and the investment costs are limited, social networks are considered the most effective and least expensive advertising solution. However, when using social networks in the promotion process, businesses also need to be aware that this is a long-term business strategy and it is also a double-edged sword, meaning that social networks can be damaged. Others use it to harm the business.

**Social media promotion is a long process**

Currently, when using social networks, businesses are facing two big problems: One is the accuracy of the new return on investment (ROI), which measures the impact of online interactions. social for a promotional campaign. Second, how to invest to achieve the highest efficiency?

Social networks already have criteria to measure ROI for businesses. It is the data of traffic volume, growth rate of the number of members, the number of people who click on banner ads on social networks... However, the big question of businesses is: "Is my sales profitable? increase thanks to social networks? Or are consumers more aware of the brand?" The Interactive Advertising Bureau (IAB), an organization of more than 650 multinational media corporations, has released a set of guidelines for effective investment in social media advertising. This is a new effort to help marketers and advertisers better understand the interaction between social network users. From there, it is possible to maximize the efficiency of investment in media understand this expectation. Businesses also need to be aware that social media is not a magic wand. It can't turn relationships into instant revenue, brand-specific benefits.

Which needs to be maintained continuously, regularly for a long time otherwise we will not be able to see the effect that it brings. Besides, it must also be combined with traditional media (print press, television...) and modern media (mobile phone, blog, video game...) to be able to maximize the benefits brought. .

**Social media is a double-edged sword for businesses**

Like any communication tool, using social media is not without risk. Anything you post on social networks will be seen by more people than you intended. So you need to post your content as if the whole world is your audience. So, when it comes to the actual benefits of social media, we'll cover both the risks and the benefits.

**The risks of social networks for businesses**

Actions that have an adverse effect on the business can be taken on social networks, it is entirely possible that a situation where a careless or intentional employee can post something harmful on social networks. Like in 2014, an employee of US Airways accidentally posted a very inappropriate image on US Airways main Twitter account. Or when HMV Group decided to cut staff. Satisfied people took to the company's main Twitter account to publicly express their displeasure. Hacked account on social network. It is quite normal that accounts on corporate social networks can be stolen when the risks of joining the Internet are always lurking around us. As was the case in the early days of Twitter, a series of Twitter accounts of big names (singer Britney Spears, President Barack Obama, Fox News...) were stolen. Or as is the case with the Twitter and YouTube accounts of the US military's Central Command (CENTCOM) stolen by supporters of the Islamic State (IS). The actions of businesses on social networks can be judged badly. Sometimes even well-intentioned posts from brands and people can be distorted. Like when Best Buy tried to join the Serial media craze with a tweet (the name refers to short messages on the social network Twitter) that the consumer electronics retailer thought was smart. However, their tweet was "beaten" for lack of sensitivity. Besides, social networks also bring great benefits to businesses such as: Reputation control: If the business does not have an account on social networks, it means that the business is comfortable with others creating accounts in its name and using its own reputation. Impersonated accounts still exist no matter how much we care about creating and managing. Manage social media accounts or not. They can be useful (the DepressedDarth account on the social network Twitter uses the logo of the brand and the characters from the Star Wars series but does not do any obvious harm), has a purpose (Central

Intelligence Agency of the United States of America). (CIA - Central Intelligence Agency) created a Twitter account (@ISIS\_fake) to mock the Islamic State (IS) organization and see it as a tool to fight back against this terrorist organization) or simply simply harmful (a Twitter account called BP Public Relations that impersonated the famous oil corporation BP has surfaced in during the 2010 BP oil spill).

### **Participate in the public.**

Businesses can track virtually all comments mentioning their company and products on social media. They can choose to respond. It doesn't always happen smoothly, but most consumers will appreciate the customer service.

### **Share your speech**

Using social networks, businesses can express their support or opposition to a hot social issue. As when the U.S. Supreme Court overturned the Marriage Limitation Act in 2013, many businesses have used Facebook, Instagram and Twitter to show support, a rather bold move when not everyone in the family. The country also agreed with this ruling. However, this has helped those businesses stand out on social media. Thus, we can see that the social network is gradually asserting its important role in the promotion process for a business. And to be able to make good use of the benefits that social networks bring, as well as limit the risks, businesses need a well-prepared, well-prepared promotional campaigns to achieve the highest efficiency for the goals that they initially set out. Next, the article will show the steps to take for a successful promotional campaign.

### **Teps for a promotion campaign**

Understand the goal of the campaign

Businesses need to clearly understand the goals of the campaign that they need to implement, as well as as to why the campaign is needed? It could be:

- Strengthen brand awareness for businesses
- Looking for new markets or looking for new sales channels
- Bringing information about your products to everyone
- Survey the market or the user's acceptance of the product or service
- Some new service of the business
- Solving a certain rumor about the company's brand or product...

### **Plan your campaign**

- Choose the appropriate form of promotion on social networks
- Choose the main social network
- Select tools to perform

### **Run the campaign**

- Posting content
- Interact with users at the right time, honestly
- Give valuable feedback

### **Measure and evaluate results**

For each different form of the promotion process on social networks, we will select the necessary parameters as a basis for effective evaluation, combined with the use of corresponding measurement methods by different tools. support analysis to perform data processing, thereby making an assessment and comment on the results of the campaign. To be able to carry out a successful advertising campaign, businesses need various supporting tools, from recommendation tools in the campaign planning step, to tools to support the campaign implementation process. translate to analytical tools to assess campaign success. This is really a fertile ground for information technology people to participate in research and implementation of technology projects to develop useful tools to support businesses in the process of promoting their image on social networks.

### **Conclusion**

Social networks are gradually playing an important role in the promotion process of businesses. Besides the risks, social networks also bring enormous benefits to businesses in the process of promoting as well as their business. However, businesses also need to have reasonable strategies to take advantage of the benefits and limit the risks of social networks, thereby improving their image in the community. For a successful promotional campaign, the planning step is very important. However, at present, we still do not have clear grounds to rely on to choose the main social network, as well as the form and content of advertising to be effective. This is the next research direction for the article so that a recommendation system can be built to support the campaign planning process.

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