



doi: <https://doi.org/10.20546/ijcrar.2024.1205.005>

Role of a Social Media in Shaping Public Opinion and its Influence

Kushbu Sharma*

Assistant Professor in Electrical Department, Vivekananda Global University, India

**Corresponding author*

Abstract

Social media nowadays is among the 'best possibilities available' to an item to get in touch with potential customers. Community social networking websites are the method to interact socially. These new media win the believe in of customers by linking with them at a deeper level. Community online marketing is the new mantra for several manufacturers since early a season ago. Promoters are considering many different social media possibilities and beginning to apply new social projects at a higher rate than ever before. Community online marketing and the companies that utilize it have become more sophisticated. One cannot afford to have no existence on the social programs if the competitor is creating waves with its solutions and items. The blast of social media trend is as amazing as that and the speed at which it is improving is frustrating. International companies have identified social media promotion as a potential promotion system, used them with enhancements to power their marketing with social media promotion. This paper discusses about the ideas of social media and social media promotion and other aspects like the development and advantages, aspect and importance of social media in promotion, social media promotion methods. It also presents an outline on social media promotion in Bangladesh.

Article Info

Received: 28 March 2024

Accepted: 30 April 2024

Available Online: 20 May 2024

Keywords

social media, showcase, professionalism, expertise, hashtags.

Introduction

When used properly, social media can be a valuable addition to a department's communications strategy.

Because many employees have expressed an interest in developing and maintaining a social media presence in personal and professional capacities, the Office of University Communications and Marketing has crafted the following introduction to social media.

Please read this overview prior to developing your social media presence.

First Impression

Your social media introduction is often the first thing people see when they visit your profile. It sets the tone for their perception of you or your brand.

Establishing Identity

Introductions on social media platforms typically include your name, a profile picture, and a brief bio. These elements collectively help in establishing your identity and giving a face to the online presence.

Personal Branding

For individuals, a social media introduction is an opportunity to showcase their personality, interests, and expertise. It contributes to personal branding by highlighting what makes them unique.

Professional Representation

For businesses and professionals, a well-crafted introduction can convey professionalism, expertise, and the core values of the brand. It may include information about the business, its mission, and its achievements.

Connecting with Others

Social media introductions are a way to connect with others who share similar interests or professional goals. A compelling introduction can attract like-minded individuals, potential collaborators, or clients.

Providing Context

Your introduction can offer context about your background, industry, or niche. This helps others understand the perspective from which you approach your content or engage with the community.

Call to Action (CTA)

Including a call to action in your social media introduction can encourage others to take specific actions, such as visiting a website, following your account, or engaging in a conversation.

Adaptability

Depending on the platform, your social media introduction may need to be adapted. For example, Twitter has character limitations, while platforms like LinkedIn allow for more detailed professional summaries.

SEO and Discoverability

Elements of your social media introduction, such as keywords and hashtags, can contribute to search engine optimization (SEO) and improve the discoverability of your profile.

Updating Information

Regularly updating your social media introduction ensures that it reflects your current status, activities, or

achievements. This helps to keep your online presence relevant and accurate.

Need of Social Media

Social media serves various needs and plays a significant role in both individual and collective aspects of modern society. Here are some key needs that social media fulfills:

Communication and Connection

Social media facilitates real-time communication, connecting people across geographical boundaries. It helps individuals stay in touch with friends, family, and colleagues, fostering a sense of community.

Information Sharing

Social media platforms are powerful tools for sharing and disseminating information. Users can quickly share news, updates, and educational content, contributing to the spread of information globally.

Entertainment

Social media provides a platform for entertainment through various forms of content, including videos, images, memes, and interactive posts. Users can follow their favorite creators, explore new content, and engage in entertainment activities.

Self-Expression and Personal Branding

Individuals use social media to express themselves creatively, share their opinions, and showcase their talents. It allows for personal branding, enabling users to curate their online identity and highlight their skills and interests.

Networking and Professional Development

Social media platforms, especially professional networks like LinkedIn, play a crucial role in networking and career development. Users can connect with professionals, join industry groups, and access job opportunities.

Social Activism and Awareness

Social media serves as a platform for raising awareness about social issues and promoting activism. It enables

individuals and organizations to mobilize support, share information about important causes, and create a collective voice for change.

Business and Marketing

Social media is an essential tool for businesses and marketers to reach their target audience. It provides a cost-effective way to promote products, engage with customers, and build brand awareness.

Education and Learning

Social media platforms are used for educational purposes, allowing individuals to access learning resources, connect with educators, and participate in online courses. It democratizes education by making information more accessible.

Cultural Exchange

Social media facilitates cultural exchange by connecting people from different parts of the world. Users can share their cultural experiences, traditions, and perspectives, fostering a global understanding.

Customer Support

Many businesses use social media as a customer support channel. Users can reach out to companies with questions or concerns, and companies can respond promptly, enhancing customer satisfaction.

Real-Time Updates

Social media provides real-time updates on various topics, including news, events, and trends. Users can stay informed about current affairs and trending topics as they unfold.

Community Building

Social media platforms enable the creation and nurturing of online communities centered around shared interests, hobbies, or goals. This fosters a sense of belonging and allows like-minded individuals to connect.

Influence people of social media

Influencing people on social media requires a thoughtful and strategic approach. Building a positive and impactful

online presence takes time and effort. Here are some tips on how to influence people on social media:

Define Your Message and Goals

Clearly define the message you want to convey and the goals you want to achieve through your social media presence. Whether it's promoting a cause, sharing expertise, or building a personal brand, having a clear focus is essential.

Know Your Audience

Understand your target audience, their interests, and preferences. Tailor your content to resonate with them and provide value. Engaging content that meets the needs of your audience is more likely to be shared and appreciated.

Authenticity is Key

Be genuine and authentic in your interactions. Authenticity builds trust, and people are more likely to be influenced by someone they perceive as real and transparent. Share your experiences, successes, and challenges.

Consistent Branding

Maintain a consistent brand image across different social media platforms. Use a consistent profile picture, bio, and messaging. Consistency helps in creating a recognizable and memorable online persona.

Create Engaging Content

Produce content that is informative, entertaining, or valuable to your audience. Use a mix of formats, such as images, videos, and written posts. Content that sparks emotions and encourages interaction tends to have a greater impact.

Build Relationships

Actively engage with your audience by responding to comments, messages, and mentions. Building relationships fosters a sense of community and loyalty. Acknowledge and appreciate your followers.

Establish Thought Leadership

Share your expertise in your field. Consistently provide valuable insights, tips, and information that position you

as a thought leader. This can enhance your credibility and influence.

Utilize Influencer Marketing

Collaborate with influencers in your niche. Influencers already have a following, and partnering with them can help you reach a larger audience. Choose influencers whose values align with yours.

Use Visual Appeal

Visual content often performs well on social media. Invest in high-quality images and videos that are visually appealing. Use a consistent visual style to make your content easily recognizable.

Encourage User Participation

Encourage your followers to participate by asking questions, conducting polls, or running contests. User participation not only boosts engagement but also strengthens your influence.

Stay Informed and Relevant

Stay updated on current trends, news, and developments in your industry or niche. Sharing timely and relevant content demonstrates that you are informed and in touch with your field.

Monitor Analytics

Use analytics tools provided by social media platforms to track the performance of your content. Understand what works well and adjust your strategy accordingly. Analytics can help you refine your approach for better influence.

Evolution of Social Media

The evolution of social media has been a dynamic and transformative journey, marked by technological advancements, changing user behaviors, and the emergence of new platforms. Here is a brief overview of the key stages in the evolution of social media:

Early Online Communities (Late 20th Century)

The precursor to modern social media was the creation of early online communities, such as Bulletin Board

Systems (BBS) in the 1970s and 1980s. These were text-based platforms that allowed users to communicate and share information.

Six Degrees (1997)

Six Degrees is considered the first recognizable social media platform. It allowed users to create profiles and connect with friends. Despite its eventual closure in 2001, it laid the foundation for future social networking concepts.

Friendster (2002) and MySpace (2003)

Friendster and MySpace were among the early social networking sites that gained popularity in the early 2000s. MySpace, in particular, allowed users to customize their profiles and connect with others based on shared interests.

The Rise of Facebook (2004)

Mark Zuckerberg and his co-founders launched Facebook in 2004 initially for college students. It quickly expanded to a broader audience and became the dominant social network. Facebook introduced the concept of the News Feed in 2006.

YouTube (2005) and Twitter (2006)

YouTube, a video-sharing platform, was launched in 2005, providing a space for users to upload and share videos. Twitter, introduced in 2006, popularized microblogging, allowing users to share short messages (tweets) with their followers.

Emergence of Mobile Social Media (Late 2000s)

The late 2000s saw the rapid growth of mobile social media with the introduction of smartphones. Apps like Instagram (2010) and Snapchat (2011) focused on visual content and ephemeral messaging, catering to the preferences of mobile users.

Facebook Acquisitions (2012-2014)

Facebook made significant acquisitions during this period, including Instagram in 2012 and WhatsApp in 2014. These acquisitions expanded Facebook's reach and diversified its features.

Rise of Visual Content Platforms (2010s)

Visual content platforms gained prominence with the rise of Pinterest (2010) and the continued success of

Instagram. These platforms emphasized image-centric content and provided new avenues for creative expression.

Live Streaming and Stories (2015 onwards)

Platforms like Periscope (2015) and Facebook Live (2016) popularized live streaming. Additionally, the introduction of Stories on platforms like Snapchat, Instagram, and later Facebook and WhatsApp, offered a new format for sharing content that disappears after 24 hours.

TikTok (2018)

TikTok, launched in 2018, became a global phenomenon, especially among younger users. The platform's focus on short-form, user-generated videos set a new trend in social media content creation.

Integration of E-commerce (2020s)

Social media platforms have increasingly integrated e-commerce features, allowing users to shop directly from the apps. This trend blurs the lines between social interaction and commerce.

Metaverse and Future Developments

The concept of the metaverse, a collective virtual shared space, has gained attention. Companies are exploring ways to create immersive online experiences that go beyond traditional social media interactions.

Importance of Social Media

Social studies is an important subject that can help students become informed individuals in a variety of areas, such as politics, citizenship, cultural awareness and some general knowledge of world affairs.

Students begin taking social studies classes in elementary school to gain a broad understanding of history, geography and cultures around the world. As they get older, they learn more about their civic duties and responsibilities and get a better understanding of how the government and economy work.

All of this information can teach learners to be more well-rounded individuals as they embark on life after they graduate high school. Here are some topics covered in social studies classes from elementary school to college:

Geography

Geography studies the atmosphere and physical landforms, the people who inhabit locations around the globe and their impact on the world due to populations, land use and available resources.

Anthropology

Anthropology focuses on human societies and how they've developed throughout history.

Economics

Economics studies the production, distribution and use of goods and services by sellers and consumers. There are many topics students can learn about such as business economics, microeconomics, international trade and more.

History

History is the general study of past events. Classes can vary by time period or location, such as a class on American History or a class that covers the world during the 1500s.

Sociology

Sociology focuses on the study of human relationships and seeks to understand the social behaviors between genders, races and families.

Civics

Civics studies the responsibilities and rights of citizens in society.

Future of social media

Predicting the future of social media involves considering current trends, technological advancements, and evolving user behaviors. While it's challenging to provide precise predictions, several themes and possibilities may shape the future of social media:

Metaverse and Immersive Experiences

The concept of the metaverse, a virtual shared space that integrates aspects of augmented reality (AR) and virtual reality (VR), could transform social interactions. Social media platforms might evolve into immersive

environments where users engage with each other and digital content in more lifelike ways.

Augmented Reality (AR) Integration

AR features are likely to become more prevalent in social media, offering users enhanced experiences. This could include AR filters, interactive elements, and location-based augmented reality features, enriching how users share and consume content.

Niche and Specialized Platforms

The continued growth of niche and specialized social media platforms is expected. Users may seek platforms that cater to specific interests, communities, or industries, fostering more targeted and meaningful interactions.

Decentralization and Blockchain Technology

Decentralized social media platforms, built on blockchain technology, may offer users more control over their data and increased privacy. Blockchain could also enable new forms of content ownership, tokenization, and decentralized social networks.

Ephemeral Content Evolution

The popularity of ephemeral content (content that disappears after a short time) is likely to continue. Social media platforms may further refine and expand features like Stories, encouraging more spontaneous and authentic sharing.

Integration of AI and Personalization

Artificial Intelligence (AI) will play a larger role in social media, providing personalized content recommendations, improved user experiences, and more efficient moderation of content. AI algorithms may better understand user preferences and tailor content delivery accordingly.

Video Dominance

Video content is expected to dominate social media. Short-form and long-form videos, live streaming, and interactive video features will likely continue to gain popularity, shaping the way users communicate and share information.

Social Commerce Expansion

Social media platforms are likely to enhance their e-commerce capabilities, integrating shopping features more seamlessly. Users may be able to discover, research, and purchase products directly within social media apps.

Global Collaboration and Connectivity

Social media will continue to play a crucial role in connecting people globally. The emphasis on cross-cultural communication, collaboration, and the exchange of ideas could increase, fostering a more interconnected world.

Stricter Privacy Measures

With growing concerns about data privacy, social media platforms may implement stricter privacy measures and transparency standards. Users may have more control over their data and be more informed about how it is used.

Regulatory Changes

Governments may introduce new regulations to address issues such as misinformation, online harassment, and data protection. Social media platforms may need to adapt to comply with evolving regulatory landscapes.

Conclusion

In conclusion, social media has become an integral part of modern society, influencing how individuals communicate, connect, and share information. Its evolution from early online communities to the current landscape of diverse platforms has shaped the way people interact, businesses operate, and information is disseminated. The future of social media holds exciting possibilities, including immersive experiences in the metaverse, advancements in augmented reality, decentralized platforms, and the continued dominance of video content.

References

Abbas, J., Aman, J., Nurunnabi, M., & Bano, S. (2019). The Impact of Social Media on Learning Behavior for Sustainable Education: Evidence of Students from Selected Universities in Pakistan.

- Sustainability, 11(6), 1683. <https://doi.org/10.3390/su11061683>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Arisanty, M., Wiradharma, G., & Fiani, I. (2020). Optimizing Social Media Platforms as Information Dissemi-nation Media. *Jurnal ASPIKOM*, 5(2), 266. <https://doi.org/10.24329/aspikom.v5i2.700>
- Ausat, A. M. A., Permana, R. M., Angellia, F., Subagja, A. D., & Astutik, W. S. (2023). Utilisation of Social Media in Market Research and Business Decision Analysis. *Jurnal Minfo Polgan*, 12(2), 652–661. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12485>
- Burstein, P. (2003). The Impact of Public Opinion on Public Policy: A Review and an Agenda. *Political Research Quarterly*, 56(1), 29. <https://doi.org/10.2307/3219881>

How to cite this article:

Kushbu Sharma. 2024. Role of A Social Media in Shaping Public Opinion and its Influence. *Int.J.Curr.Res.Aca.Rev.* 12(5), 37-43. doi: <https://doi.org/10.20546/ijcrar.2024.1205.005>