

3.4.12: Putting It Together- Social Media

In this module, we explored how social media is a relatively inexpensive and efficient way to express your organization's communications. Usually these platforms are for marketing, but they can also be useful for internal communications.

Social media is used to accomplish each of the following:

1. Bring services or products to market; that is, increase awareness.
2. Engage customers; often with respect to service issues or problems.
3. Encourage a “buzz” or interest around a company, its product(s) or service(s).

The top tier of social media consists of Facebook, Instagram, Twitter, and YouTube; these are the most diverse platforms with the most widespread use. The second tier is LinkedIn, Pinterest, Snapchat, and Google Plus. These are a bit more niche or limited in their reach or options.

The following video is an excellent summary of this module's content. Note how the video company uses it to promote their own services. All of this is on YouTube and integrated with [RTOWN's website](#), [RTOWN'S Facebook page](#) and [other RTOWN media](#).



A YouTube element has been excluded from this version of the text. You can view it online here: pb.libretexts.org/bcsfm/?p=492

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