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1. SOCIAL MEDIA AND FACEBOOK

Social media, which relates to the sharing of information, experiences, and perspectives throughout community-oriented websites, is becoming increasingly significant in our online world .Some examples of social media include blogs, forums, message boards, picture- and video-sharing sites, user-generated sites, wikis and podcasts. Each of these tools helps facilitate communication about ideas that users are passionate about, and connects like-minded individuals throughout the world.

Social media marketing is a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels. Communities exist in different shapes and sizes throughout the Internet, and people are talking among themselves. It's the job of social media marketers to leverage these communities properly in order to effectively communicate with the community participants about relevant product and service offerings. Social media marketing also involves listening to the communities and establishing relationships with them as a representative of the company.

Social Media Websites

They can be categorized as

- ✓ Social Networks - These are the websites that individuals use to connect with friends or others with similar interests by making a profile. These are often used to connect with old friends or to find new ones, social networks are some of the most popular sites on the Internet. Some of the social networks are.
  - ✓ Facebook: Mark Zuckerberg launched Facebook in 2004 to allow other college students to keep in touch with their friends. Now Facebook is one of the most popular websites in the U.S. has been growing virally throughout the world.
  - ✓ Myspace: This is another popular social network. Founded in 2003, it has grown to over 100 million accounts and was acquired by News Corporation in 2006.
  - ✓ Linkedin: LinkedIn is a network that connects professionals in all disciplines all over the world. LinkedIn is intended for those who are business-oriented, and is best described as a "virtual resume" and social network connecting professionals who have interacted with one another in both the personal and professional realms. It is mainly used by professionals looking for better career opportunities and making links.

- ✓ Social Media Portals - There are a number of portals available online that can empower you, as a marketer, to start spreading your message. With social media portals, your current and potential customers can associate themselves with you and your brand. They do this by bookmarking a page on a social bookmarking site, becoming your fan on a Facebook product page, and voting up a story on a social news site, among other tactics.

- ✓ Social News Sites - Social news sites rely on the people to vote on news stories that individuals think should be exposed to a larger audience. In essence, when a story is submitted to a site, it has one vote. The goal of social news sites is to get the story enough votes to hit the front page. Since thousands upon thousands of visitors often do not venture farther than the front page of social news sites, getting your story there can bring hundreds of thousands of visitors to your

site in a short while, with the added benefit of getting targeted links from influencers. The reason for this is that popular social news sites are regularly visited by bloggers, journalists, and other influencers who try to find their writing inspiration from content that is on the front page of these sites. If the community already endorses the content, then the writers also pass it on to their readers. Some of the popular social news sites are.

- ✓ Digg: By far, Digg is the most popular site at the moment for sharing information socially. Digg was originally launched in late 2004 with an emphasis on technology news, but it changed its game plan in early 2008 to target a much wider audience.
- ✓ Reddit: Launched in 2005, reddit is known as the second most popular news site. Reddit found big success in January 2008 when it launched subreddits, which enable users to create their own categories in which to submit stories.6 as a reddit user, you can subscribe to specific categories and get the content that you want without the clutter of other news.
- ✓ Mixx: Mixx is an up-and-coming social news contender that was founded in late 2007. It is one of the smaller social news sites, but has an incredibly passionate and active community.

- ✓ Social Bookmarking Sites - Social bookmarking sites allow you to store your favorite sites, often with metadata (tags, for example) to be retrieved at another time or in another place. While some people use social bookmarking just so that they can access their bookmarks from several computers without feeling tied down to any single location, social bookmarking also allows you to discover new content saved by your peers.
  - ✓ Delicious: It is owned by yahoo. It boasts of more than 5 million users and 150 million URLs. Delicious launched a newly redesigned site that boasted impressive speeds enhanced sorting, and a stronger emphasis on networks.
  - ✓ Stumble Upon: It is a unique kind of social bookmarking site. It allows you to discover content using a toolbar. When you click Stumble!, you are shown a site tailored to your interests (per your specifications when you registered). You can then provide feedback to the service as to whether you like the content or not. Based on your feedback, StumbleUpon provides additional (or fewer) pages on the specific topic.

Benefits

There are various reasons to engage in a social media strategy.

- ✓ Social Media Helps in Promoting New Content: Content crafted properly can be exposed to hundreds of new website visitors, from the casual surfer to the extreme enthusiast, in a very spontaneous fashion. Unlike paid advertising, which is forced upon web surfers, social media lets visitors view content that's not necessarily associated with commercial intent. Content can reach thousands of new eyeballs quickly without interfering with traditional marketing, but social media does not interfere with other strategies, either.
- ✓ Social Media Helps in Boosting Traffic to the Website: Traffic comes to websites from sources other than search engines, and many of those sources include social media sites. Once community participation is established, people will be interested in what you have to share and will likely pass relevant your blog posts, videos, or articles onto their peers.
- ✓ Social Media Helps Build Strong Relationships: If you are genuinely paying attention to members of the communities that are part of your message (or not even associated at all), you can build strong relationships when you take the time to respond to concerns or feedback. Even communities that are not necessarily related to your company, brand, product, or service offering have members who may individually be interested in knowing more about you and

what you have to offer. And since it is so easy to spread your message via word of mouth online, if you really leave a good impression on those who you interact with on a regular basis, it's almost certain that they will recommend you to a peer who is seeking your service or product.

- ✓ Social Media is Free: It is a cheap alternative to traditional with high returns. Social media marketers still need to understand the rules of engagement, participate in communities on a regular basis, and capitalize on emerging trends. Such activity will prove to be highly cost-effective. Buying hundreds of links on untargeted sites, for example, may cost you thousands of dollars, but if social media done effectively, the return on investment can be substantially higher. Plus, social media has the added benefit of heightened awareness about product offerings.
- ✓ Return on Investment in Social Media Marketing: Social media simply does not have a fixed cost. Depending on the scope of the project, social media can vary from hundreds of dollars to hundreds of thousands of dollars. When pricing out possible consulting engagements, there should be a fair mix of social sites and communication opportunities in the most ideal social media campaign. Further, social media results cannot be measured immediately. Like any sort of tactic, social media puts your product or service in front of a group of users who will be interested in sharing the offering with their peers, though the process of sharing is only as rapid as the individuals who want to pass on the content.

1.1. Web 2.0

Web 2.0 refers to World Wide Web websites that emphasize user-generated content, usability (ease of use, even by non-experts), and interoperability (this means that a website can work well with other products, systems, and devices) for end users. The term was invented by Darcy DiNucci in 1999 and popularized several years later by Tim O'Reilly and Dale Dougherty at the O'Reilly Media Web 2.0 Conference in late 2004. Web 2.0 does not refer to an update to any technical specification, but to changes in the way Web pages are designed and used.

A Web 2.0 website may allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to the first generation of Web 1.0-era websites where people were limited to the passive viewing of content. Examples of Web 2.0 features include social networking sites and social media sites (e.g., Facebook), blogs, wikis, folksonomies ("tagging" keywords on websites and links), video sharing sites (e.g., YouTube), hosted services, Web applications ("apps"), collaborative consumption platforms, and mashup applications.

Whether Web 2.0 is substantively different from prior Web technologies has been challenged by World Wide Web inventor Tim Berners-Lee, who describes the term as jargon. His original vision of the Web was "a collaborative medium, a place where we could all meet and read and write." On the other hand, the term Semantic Web (sometimes referred to as Web 3.0) was coined by Berners-Lee to refer to a web of content where the meaning can be processed by machines.

Web 1.0

Web 1.0 is a retronym referring to the first stage of the World Wide Web's evolution. According to Cormode, G. and, Krishnamurthy, B. (2008): "content creators were few in Web 1.0 with the vast majority of users simply acting as consumers of content." Personal web pages were common,

consisting mainly of static pages hosted on ISP-run web servers, or on free web hosting services such as GeoCities. With the advent of Web 2.0, it was more common for the average web user to have social networking profiles on sites such as Myspace and Facebook, as well as personal blogs on one of the new low-cost web hosting services or a dedicated blog host like Blogger or LiveJournal. The content for both was generated dynamically from stored content, allowing for readers to comment directly on pages in a way that was not previously common.

Some Web 2.0 capabilities were present in the days of Web 1.0, but they were implemented differently. For example, a Web 1.0 site may have had a guestbook page to publish visitor comments, instead of a comment section at the end of each page. Server performance and bandwidth considerations had to be taken into account, and a long comments thread on each page could potentially slow down the site. Terry Flew, in his 3rd edition of New Media, described the differences between Web 1.0 and Web 2.0:

"move from personal websites to blogs and blog site aggregation, from publishing to participation, from web content as the outcome of large up-front investment to an ongoing and interactive process, and from content management systems to links based on "tagging" website content using keywords (folksonomy)".

Flew believed it to be the above factors that form the basic change in trends that resulted in the onset of the Web 2.0 "craze".
Characteristics

Some design elements of a Web 1.0 site include:

- ✓ Static pages instead of dynamic HTML.
- ✓ Content served from the server's filesystem instead of a relational database management system (RDBMS).
- ✓ Pages built using Server Side Includes or Common Gateway Interface (CGI) instead of a web application written in a dynamic programming language such as Perl, PHP, Python or Ruby.
- ✓ The use of HTML 3.2-era elements such as frames and tables to position and align elements on a page. These were often used in combination with spacer GIFs.
- ✓ Proprietary HTML extensions, such as the <blink> and <marquee> tags, introduced during the first browser war.
- ✓ Online guestbooks.
- ✓ GIF buttons, graphics (typically 88x31 pixels in size) promoting web browsers, operating systems, text editors and various other products.
- ✓ HTML forms sent via email. Support for server side scripting was rare on shared servers during this period. To provide a feedback mechanism for web site visitors, mailto forms were used. A user would fill in a form, and upon clicking the form's submit button, their email client would launch and attempt to send an email containing the form's details. The popularity and complications of the mailto protocol led browser developers to incorporate email clients into their browsers.

Web 2.0

The term "Web 2.0" was first used in January 1999 by Darcy DiNucci, an information architecture consultant. In her article, "Fragmented Future", DiNucci writes:

The Web we know now, which loads into a browser window in essentially static screenfuls, is only an embryo of the Web to come. The first glimmerings of Web 2.0 are beginning to appear, and we are just starting to see how that embryo might develop. The Web will be understood not as screenfuls of text and graphics but as a transport mechanism, the ether through which interactivity happens. It will appear on your computer screen, on your TV set your car dashboard your cell phone hand-held game machines maybe even your microwave oven.

The key features of Web 2.0 include:

- ✓ Folksonomy – free classification of information; allows users to collectively classify and find information (e.g. "tagging" of websites, images, videos or links)
- ✓ Rich user experience – dynamic content that is responsive to user input (e.g., a user can "click" on an image to enlarge it or find out more information)
- ✓ User participation – information flows two ways between site owner and site users by means of evaluation, review, and online commenting. Site users also typically create user-generated content for others to see (e.g., Wikipedia, an online encyclopedia that anyone can write articles for or edit)
- ✓ Software as a service (SaaS) – Web 2.0 sites developed APIs to allow automated usage, such as by a Web "app" (software application) or a mashup
- ✓ Mass participation – near-universal web access leads to differentiation of concerns, from the traditional Internet user base (who tended to be hackers and computer hobbyists) to a wider variety of users

Technologies

The client-side (Web browser) technologies used in Web 2.0 development include Ajax and JavaScript frameworks. Ajax programming uses JavaScript and the Document Object Model to update selected regions of the page area without undergoing a full page reload. To allow users to continue to interact with the page, communications such as data requests going to the server are separated from data coming back to the page (asynchronously). Otherwise, the user would have to routinely wait for the data to come back before they can do anything else on that page, just as a user has to wait for a page to complete the reload. This also increases overall performance of the site, as the sending of requests can complete quicker independent of blocking and queueing required to send data back to the client. The data fetched by an Ajax request is typically formatted in XML or JSON (JavaScript Object Notation) format, two widely used structured data formats. Since both of these formats are natively understood by JavaScript, a programmer can easily use them to transmit structured data in their Web application. When this data is received via Ajax, the JavaScript program then uses the Document Object Model (DOM) to dynamically update the Web page based on the new data, allowing for a rapid and interactive user experience. In short, using these techniques, Web designers can make their pages function like desktop applications. For example, Google Docs uses this technique to create a Web-based word processor.

As a widely available plugin independent of W3C standards (the World Wide Web Consortium is the governing body of Web standards and protocols), Adobe Flash is capable of doing many things that were not possible pre-HTML5. Of Flash's many capabilities, the most commonly used is its ability to integrate streaming multimedia into HTML pages. With the introduction of HTML5 in 2010 and growing concerns with Flash's security, the role of Flash is decreasing. In addition to Flash and Ajax, JavaScript/Ajax frameworks have recently become a very popular means of creating Web 2.0 sites. At their core, these frameworks use the same technology as JavaScript,

Ajax, and the DOM. However, frameworks smooth over inconsistencies between Web browsers and extend the functionality available to developers. Many of them also come with customizable, prefabricated 'widgets' that accomplish such common tasks as picking a date from a calendar, displaying a data chart, or making a tabbed panel. On the server-side, Web 2.0 uses many of the same technologies as Web 1.0. Languages such as Perl, PHP, Python, Ruby, as well as Enterprise Java (J2EE) and Microsoft.NET Framework, are used by developers to output data dynamically using information from files and databases. This allows websites and web services to share machine readable formats such as XML (Atom, RSS, etc.) and JSON. When data is available in one of these formats, another website can use it to integrate a portion of that site's functionality.

Concepts

Web 2.0 can be described in three parts:

- ✓ Rich Internet application (RIA) — defines the experience brought from desktop to browser, whether it is "rich" from a graphical point of view or a usability/interactivity or features point of view.
- ✓ Web-oriented architecture (WOA) — defines how Web 2.0 applications expose their functionality so that other applications can leverage and integrate the functionality providing a set of much richer applications. Examples are feeds, RSS feeds, web services, mashups.
- ✓ Social Web — defines how Web 2.0 websites tend to interact much more with the end user and make the end user an integral part of the website, either by adding his or her profile, adding comments on content, uploading new content, or adding user-generated content (e.g., personal digital photos).

As such, Web 2.0 draws together the capabilities of client- and server-side software, content syndication and the use of network protocols. Standards-oriented Web browsers may use plug-ins and software extensions to handle the content and the user interactions. Web 2.0 sites provide users with information storage, creation, and dissemination capabilities that were not possible in the environment now known as "Web 1.0".

Web 2.0 sites include the following features and techniques, referred to as the acronym SLATES by Andrew McAfee:

- ✓ Search - Finding information through keyword search.
- ✓ Links to other websites - Connects information sources together using the model of the Web.
- ✓ Authoring - The ability to create and update content leads to the collaborative work of many authors. Wiki users may extend, undo, redo and edit each other's work. Comment systems allow readers to contribute their viewpoints.
- ✓ Tags - Categorization of content by users adding "tags" — short, usually one-word or two word descriptions — to facilitate searching. For example, a user can tag a metal song as "death metal". Collections of tags created by many users within a single system may be referred to as "folksonomies" (i.e., folk taxonomies).
- ✓ Extensions - Software that makes the Web an application platform as well as a document server. Examples include Adobe Reader, Adobe Flash, Microsoft Silverlight, ActiveX, Oracle Java, QuickTime, and Windows Media.
- ✓ Signals - The use of syndication technology, such as RSS feeds to notify users of content changes.

While SLATES forms the basic framework of Enterprise 2.0, it does not contradict all of the higher level Web 2.0 design patterns and business models. It includes discussions of self-service IT, the long tail of enterprise IT demand, and many other consequences of the Web 2.0 era in enterprise uses.

Usage

A third important part of Web 2.0 is the social web. The social Web consists of a number of online tools and platforms where people share their perspectives, opinions, thoughts and experiences. Web 2.0 applications tend to interact much more with the end user. As such, the end user is not only a user of the application but also a participant by:

- ✓ Podcasting
- ✓ Blogging
- ✓ Tagging
- ✓ Curating with RSS
- ✓ Social bookmarking
- ✓ Social networking
- ✓ Social media
- ✓ Wikis
- ✓ Web content voting

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