

Social Networking Site
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What is Social Networking Sites?

Social Networking Sites (SNS) is an online program that brings people to develop their public profile and be able to communicate with It is a cooperative of online communication channels where people talk or interact, share, and work together. Websites and apps persist the popular social network sites (Facebook, Twitter, etc.), microblog, and forums which could lead to an example of forms of social media..

What constitutes a Social Networking Site?

According to *Oxford Academic*, people describe three explanation about the constitution of the social networking sites. “We define social networking sites as web-based services that allow individuals to (1) construct a public or semi-public profile with a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. (Boyd and Ellison, 2007)”

Why should an organization or business maintain social networking accounts?

Social Networking sites considered as a technique to maintain an organization or business. Marketing Insider Group explained that “social platforms help you connect with your costumes with your costumers, increase awareness about your brand, and boost your leads and sales. (Guest Author, 2021)”

What specific things can an organization do to successfully engage their audience on a social networking site?

Marketing is based on building connections. People need to highlight their team members to make their audience that they could not only considered themselves as a brand. They worked hard to develop a brand and product.

“Create a series that showcases each of your team members so your social audience can learn who they are and what they do for the company. a strategy that highlights your team, ..., will turn your brand from a faceless entity to one with many people behind it, all of them relatable. (Slyman, 2020)”

When people develop hashtags on their social media accounts, they need could to give structure to “posting strategy and create a way for interested subscribers to follow along with the content that really piques their interest. It makes for a fun and effective way to tap into other audience pools and engage with both followers and peers. (Slyman, 2020)”

You need to show your audiences the article based on your interest. “This helps mix up your feed while keeping the quality of the content you’re sharing high. And when you share another brand’s content out, they may just return the favor, making room for new and varied kinds of engagement. (Slyman, 2020)”

How do you think the definition of social networking site has changed since the highly regarded article was published in the Journal of Computer-Mediated Communication in 2007?

I think the definition of the social networking site has not changed since the highly regarded article was published in the Journal of Computer-Mediated Communication in 2007 because whenever you visit other sites to find the definite it, it would always tells you the exact same detail.

Conclusion

Social Networking Sites found a path for people to build their platform. It gives them a chance to share their interests, creating a brand, and make a hashtag. It used three ways for

people to engage in social interaction. It guides them to create their business and organization skills. No matter how you define social networking sites, it would never change, and it could always remain the same.

References

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