

Micro-Blogs and Groundswell II

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## **Part I: Microblog**

What is a Microblog?

Microblog is a mixture of blogging and instant messaging that brings social media users to develop a short-term message to post and share publicly. Social media such as Twitter became a well-known type of microblog to make it users a lot easier to interact with others.

What value does micro-blogging have for an organization?

Microblog values in four ways to benefit your microblogging for your organization. To be successful, you need to "build brand awareness, grow your business network, give your client base important announcements, give feedback. (Hornak, 2009)"

How can an organization or business use micro-blogging effectively?

Business owners could use a microblog as an opportunity to share their information with their customers. They use techniques such as news sources, videos, and other media. "Due to the very nature of a microblog, individual posts are generated quickly, giving businesses another way to post content to their site and share information with their customers, without having to devote as much time as a regular blog post might require. (Allton, 2012)"

What concerns might a business have in terms of how micro-blogging is used by employees and customers?

Microblogging could be useful for employees' careers. "Businesses can also use microblogging internally. According to the Harvard Business Review, microblogging can enhance productivity by allowing employees to rapidly exchange information and drive solutions that would otherwise take much longer — and be far more expensive to achieve. (Allton, 2012)"

Microblogging gives customers a chance to learn more information about the business or selling a product. "In addition to providing customers with a nice, steady stream of information, businesses who utilize a microblog on their site will also be generating great content which will help with their search engine optimization (SEO), marketing (SEM), and ranking. (Allton, 2012)"

What have you learned from your experience using Twitter so far?

I learned how to build a fanbase. Whenever I finish my project on my Weebly website, I just want to show my fans my talent where they could have a chance to watch me continue to grow. I recently used memes to express myself to be able to show my personality a little bit more. Twitter would a great opportunity to build my career.

## **Part II: Groundswell**

What is the Groundswell Technology Test (see the end of Chapter 2)?

The Groundswell Technology Test is focusing on the relationship of the technology. "So when it comes to new technology, again, the relationships are paramount. A tool that enables new relationships in new ways will catch on faster than one that doesn't. (Li and Bernoff, 2011)"

What are the benefits of applying this test to new media technologies (apps, SNSs, etc.)?

The benefits of applying this test to new media technologies are in three tips: "demographic variables, or behaviors, anywhere in the world that we've done a survey. (Li and Bernoff)" Consequently, when social media participants choose the application through objectives, and strategy, however, they need to "move on to pick appropriate technologies, including the ones..., blogs, wikis, social networks, and so forth. (Li and Bernoff, 2011)"

### Conclusion

Microblogging helps people to encourage themselves and others to make a connection on social networking sites (SNS). The groundswell technology test focuses on the relationship between participants and the technology. It benefits new media technologies to find the right sites to engage in social interactions.

## References

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