The importance of social media for organizations

Ulvi Garazade Elnur¹

¹ Master student; Azerbaijan Technical University; Republic of Azerbaijan

Abstract.
One of the first things to do when planning any activity is the marketing side of the project. If there is no marketing work, it will not be possible to work with strong PR campaign. It must be admitted that today the basis of Social Media Marketing (SMM) is social networks.

Keywords:
Social Media Marketing
social networks
organizations
customer
marketing
If the customer wants to use the service of a certain sector, he first looks for social network pages. Shares and opinions form a certain opinion about that service. This also requires a professional approach to managing social network pages. It is possible to attract a customer with a good attitude before good service. There may be many who provide good service, but when choosing between them, the customer will prefer a more pleasant experience.

If any service is offered, the page is also advertised. Having a large number of followers on the page is a matter of interest to companies. They use different options for this. A large number of followers also requires loyalty to different relationships. However, sometimes we come across the opposite. If a critical opinion is written on a company's page, that opinion is immediately deleted or hidden.

But this cannot be considered a professional approach. But how should companies' social network pages be managed? Who should do this work? How to communicate with customers on social networks?

Previously, in many cases, the management of social network pages in companies was the responsibility of the press secretary. But in modern times, it is inevitable to have a social media manager for perfect and professional work: "Perhaps, in the past, press secretaries managed both social network pages and worked with the press, and at the same time continuously participated in meetings, but today all these jobs are separate. separate management is a must. To produce flawless work, each job should be entrusted to a professional."

One of the important factors for them as an organization is the company's communication channels. Currently, one of the communication channels is social media: "Today, social media plays a big role in society, because most people try to get information through social media."

In the management of the pages, every issue is in the center of attention, from the usual rules of grammatical writing to the full and complete delivery of the idea: "The complete delivery of the idea, the transmission of messages to the public in the correct form is important. In this regard, any information or opinion is reviewed before it is presented to the public."[1-3]
Social media management is an important tool for organizations that want to establish permanent relationships with their target audience, learn their opinions, gain their sympathy, influence them, in short - manage their target audience. For public organizations, this means gaining loyal supporters, a less disgruntled crowd, and for commercial entities, gaining customer loyalty and a new customer base:

Organizations that are social media specialists will attract more attention if they can communicate with users of social media in creative ways: "If there is a service area or a product, of course there will be a dissatisfied party here. If the work is structured correctly, the number of these dissatisfactions may be few, but never it is impossible not to have it[2]. Because it is impossible to satisfy everyone at the same level. Social media specialists of organizations must also take this factor into account when communicating with their audience through social media. First of all, it is necessary to understand that if the customer expresses dissatisfaction with something, it good for the company. If one person wrote a complaint, then there are dozens of people who are not expressing their opinion on social media about this matter. In fact, large holding companies are willing to spend hundreds of thousands to find out about this dissatisfaction in time. And they do. "is a social media user. He sees the problem in time and helps to fix it.

"It's not a good image for negative comments to remain on the page, but it's even worse if they are deleted or a negative response is given to the person who wrote it by the page administrator: "Because you hurt your customer, and this disgruntled person can do something more massive against you. It is necessary to try to give appropriate answers to such comments. "Skillful companies can resolve such dissatisfaction through negotiations without exaggerating it, and can even turn it to their advantage."[4]

The rapid expansion of the coverage of the Internet and multimedia network, the endless opportunities created by modern technologies, have formed a new information environment in Azerbaijan [5], as in other parts of the world. Social networks and citizen media, which are the main platforms of the modern era, play an important role in
informing the society today. Individual pages on these platforms, popular people, bloggers and users of social networks with the most different thoughts spread information of interest to the population groups every day, and by bringing various topics to the agenda, they expand the conditions of free information and discussion, and become active participants in the life of society.

Experience shows that social networks and citizen media, when based on perceived responsibility, make important contributions to freedom of speech and expression, and enrich the palette of public thought.

I think that the only priority issue for Azerbaijani social media at the moment may be related to its development and integration into other sectors.

It is popular in the field of e-commerce due to its ability to predict the behavior of individuals in general and the behavior of individuals in the market. Tool-based social simulation (ABSS) is used for public systems. There is a brief analysis of the use of theoretical models to describe the interaction of mediators in a social network. Emphasis is placed on stochastic models of basic social networks based on the basic principles of agents' actions in social networks. These principles are characterized by three factors in the network: individual, social and management. The stochastic approach for describing the behavior of social networks is based on the following ideas: "behavior dependence", "autonomy price", "interference price", "potential value of social network" have direct analogies in statistical sciences and information theory and allow the use of mathematical models developed in these fields of science. Based on the information influence model, the role of information management is to influence the users of the social network and to create the necessary final opinions. The influence of opinions, as well as trust and popularity among selected social networks is taken into account. Any idea on the network should be secured by gaining interest by evaluating the rest of the issues as "popular" before entering "relevant" information into the network. In general, the interests of the centers are not compatible, so there can be an information conflict between them. However, it is considered a positive
thing that the centers act together in the conditions of alignment of interests. In the future, we will have the power to divide spheres of influence, that is, we will be able to determine which centers will be controlled by a certain center. One of the controversial information is the epidemic in the social network and its protection.

References:


