

Social Media

Soziale Medien

→ 11.1 Advertising Tactics & Methods / Werbestrategien & Methoden

→ 15.4 Connectivity / Vernetzungsgrad

Most neuroses and some psychoses can be traced to the unnecessary and unhealthy habit of daily wallowing in the troubles and sins of five billion strangers.

(Robert A. Heinlein, U.S., science fiction author, 1907-88)

Info file

Using social networks (= soziale Netzwerke)

The use of social networks in business involves a risk (= *birgt ein Risiko*): negative attitudes spread on the Internet (= *im Web verbreitete negative Ansichten*) can easily damage (= *schaden*) your company's brand or image. At the same time (= *Gleichwohl*), such networks can help your company achieve a wide range of aims (= *eine breite Palette von Zielen*):

- drawing attention (= *Aufmerksamkeit*) to your brand, raising brand awareness (= *Markenbekanntheit*) and maintaining (= *pfllegen*) a positive brand image (= *Markenimage*);
- increasing the visibility (= *Sichtbarkeit*) of your product through users and search engines (= *Suchmaschinen*) and bringing more visitors (= *Besucher*) to your website;
- building lasting (= *dauerhafte*) digital contacts, especially with key customers, like early adopters (= *frühzeitige Anwender*) and decision-makers (= *Entscheidungsträger*);
- monitoring your target market (= *Ihren Zielmarkt beobachten*), getting feedback from potential customers (= *potenzielle Kunden*) and gaining new customers (= *neue Kunden gewinnen*);
- providing customer service (= *Kundenservice*);
- developing (= *entwickeln*) new products.

Strategies:

- viral marketing (= *virales Marketing*): the spread (= *Verbreitung*) of information through social networks by users (= *durch Nutzer*), comparable to word-of-mouth advertising (= *vergleichbar mit Mundpropaganda*);
- setting up communities (eg via blogs and forums) and staging events (= *Veranstaltungen*) involving direct contact with those communities;
- gathering information (= *Informationen sammeln*) and building a reputation for expertise in an area of knowledge (= *Expertentum auf einem Wissensgebiet*);

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- maintaining online presence (= *Online-Präsenz*), including intensive interaction with users (= *intensive Interaktion mit Nutzern*);
- publishing current, relevant news (= *Publikation aktueller, passender Nachrichten*)

While it is not possible here to show the full range (= *ganze Palette*) of social media, we give examples of how two of them – Twitter and Facebook – can be used in business. See pages 259-260 and 261.

See also: Modes of internet advertising on pages 158-159.

blog [blɒɡ]

(from English web + log)

blogger

blog entry / blog post

log

Blog / an einem Blog schreiben

Blogger

Blögeintrag

Log (= eine Liste von Twitter-Einträgen)

Info file

Blogging (= *Bloggen*)

It is easy to create a blog (= basically a list of journal entries posted – usually publicly (= *meist öffentlich*) – on a web page). By blogging, any business can establish a presence on the web (= *Webpräsenz*). Some web hosts provide an interface for this. To produce your blog, you simply type a text entry (= *Eintrag*), then hit “publish”.

Twitter ['twɪtə]

twitter

tweet

follow sb on Twitter

followers

hashtag ['hæftæɡ]

username

Twitter handle

Twitter (= soziales Netzwerk)

twitter = Gezwitscher)

twittern

Nachricht auf Twitter

jdm auf Twitter folgen

Leser, die den Beiträgen eines
Twitter-Autors folgen

Rautenzeichen zur Markierung eines
Stichworts

Benutzername

Twitter-Benutzername + begleitende
URL: <http://twitter.com/username>