

# SOCIAL INFLUENCE

Using The Power of Social Media  
To Attract A Crowd of Loyal Followers



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## **Introduction: The Internet and Interaction**

The twenty first century is all about innovation and the Internet is proof enough. With it, boundaries have been taken down and ties have been built. The Internet has brought numerous benefits but one that may not have been predicted was its use as a tool for interaction.

Since man is a curious creature, it is easy to understand how man came to utilize the Internet to fill its curiosity. If at first, the World Wide Web served the purpose of virtual library, today, it has been transformed into a two-way form of communication. This type of interaction is much more interesting than simply reading through texts, watching videos or listening to recorded messages.

As a platform for two-way interaction, people became more engaged, if not more engaged -- exchanging ideas with each other via the various platforms of social media. Though, social media did not rise alongside the spread of the World Wide Web. Instead, it took a lot longer for the concept to be developed and before people took notice. And yet, being viral as it is, social media is almost synonymous to the Internet nowadays.

If one is wondering, how did this come to be, the answer will take one back to the basic reason how people became interested with the Internet in the first place -- connectivity.

The concept of social media is basic, it simply converted daily interactions into virtual reality. It utilizes an intangible platform into something that can actually launch something. Sounds unrealistic, right?

Simply said, it is not very complicated, it is available and it is what is current. Social media is a world of its own, it has redefined the meaning of interaction and reality.

Come to think of it, such concepts were simply depicted in futuristic hollywood movies before and yet, how easily that concept became reality. Therefore, social media presented connectivity in a realm that was only thought of and oddly it has only shown that things happen in real time too.

## Why Is Social Media So Powerful?

Social media is a well established realm and has attracted millions of individuals because it is rich - there is a wealth of information within the Internet and with social media, it has been transformed anew. The information that comes with it is easy to use, free to use and can be manipulated into however an individual wants to use it.

That is why there is no single concept as to why or how social media became powerful. In reality, there are different reasons that catapulted the appreciation and utilization of social media in the society today.

### Availability

The most basic reason behind the success of social media lies in the fact that it exists on a platform that has already been established. The Internet is available in almost all countries, whether a person is a citizen of a first world nation or a poor country, they have access to the Internet. The usage of Internet is rampant and not one person remains ignorant of the World Wide Web.

The expanse that one can enjoy with the Internet is embedded in social media as well. The accessibility is enough explanation why it is powerful. Unlike other forms of media, social media, takes on a form that is faced with lesser restrictions. Unlike paper, the Internet has a farther reach and less complicated than having to buy an actual newspaper itself.

### Variety

Aside from availability, social media is becoming increasingly popular because of the content. The Internet is more than a gold mine of knowledge, there are a lot of things to do while surfing the Internet and so people will never become bored. The content is rich and varied, it is not biased, condescending or restricted. It is plainly available.

The substance does not centre on one topic alone but is available on all levels as well. Availability and content are the two strongest points, which propelled social media into the mainstream. But these are not the

only reasons why it has become influential, though. There exist other reasons too, like: presence, relationships and conversations.

### **Presence**

Social media has become what it is today because it is a personal account. The content you browse or spend time reading is not delivered to you for some random reason but because it is your reason. One delves into the world of the Internet because he or she chooses to do so. So is the case for creating an account with social networks as well.

One of the more powerful branches of social media is social networking, it has become popular not because people are simply talking about it but because people are actually signing up for the various social networking sites.

### **Relationships**

Relationships on the Internet exist after creating an account, after a person has made his or herself known in the World Wide Web. A person can be a brother, a sister or a workmate etc. These relationships can be personal, detached or based on a lie. These are all relationships that can only be created via social media.

### **Conversations**

This is yet another effect of the actualisation of an account. This is actually what "humanises" social media. It gives reality to the virtual account, relationships can only be established if a workmate accepts a connection from another worker. Then, real time conversations happen.

Any other person can state his or her own reason as to why social media has become powerful. But in the context of virtual connectivity, the above-mentioned reasons are what maintains a market for social media.

Social media is as vast as the Internet, all one has to do is allow yourselves to be connected. It is free, right?

## **Free**

Yes, social media exists on the web and it can be created on any interface... which is free. This must be one of the greatest reasons why social media has become so popular if not, so powerful.

## Top Social Media Websites You Should Sign Up For

One of the most famous forms of social media is the social networking. The realisation of a relationship over the internet can only be established if one creates an account in one or all of the social networking sites. And the connectivity also depends on which social networking site to create a profile with.

And as rich as the Internet is, various social media websites are available for any individual to sign up for and be socially connected.

### Facebook

Undeniably, Facebook is the most popular social networking site. With almost 27 billion monthly active users, it is ubiquitous. Every individual who has created a profile with the site can be connected with the entire community of users and this idea alone is the primary reason why social networking is attractive.

Imagine being connected with the rest of the world, despite differences in culture, great distances and even personality. Facebook or what is simply referred to as FB, is the foremost social networking site to be present on.

A clear advantage of the site from others is its ability to adapt to changes. Though, it may not actually be the first in the field, it is the first to actually break ground. It survived criticisms and continues to survive them by constant upgrade. It is highly adaptable and yes, trendy.

During the first few years of the site, Facebook's design was almost bare and yet it worked. And as its popularity increased, so did the number of ways to build up a profile, the links to connect to as well as presence on the web. Besides, no person wants to create an account with a site that is losing ground when it comes to usage and usability, how could you be socially connected if it cannot keep up, right?

Facebook knows how to dance to the music or actually, it even dictates the trend. When all you want or wanted was to be available on the Internet, then Facebook is the way to go.

It can answer the most basic of all human needs: working connectivity. Is this not the definition of social media? Though developed prematurely for Harvard students, the developers thought it would be best if the site was launched to the general public or to a crowd not limited only to Ivy leaguers. The site places a high value on connectivity without any regard for professional status, demography or any other reason beyond wanting to be "friends."

Facebook will allow you to amass a number of friends, mostly giving you the chance to reconnect with former classmates or even loved ones. This is actually the best reason why Facebook became successful, all the other applications that one can enjoy with the site came years later.

With a few hits and misses, Facebook continues to fuel the human need to stay connected. It remains the social networking authority and to associate oneself with it assures a strong online presence.

## **Twitter**

This is a social networking site that has become successful in little ways. Unlike Facebook, Twitter did not become an instant success. It had to battle with issues of usability. There was once a time when Facebook was all that social networking was and Twitter, along with the other social networking sites became senseless.

Yet Twitter quieted doubts with not just adaptability but unique concept of "being known". Twitter invented the idea of a 140 character long tweets. Because the idea of being present on the net was fast becoming stale, Twitter reinvented the lure of wanting to be present on it.

In a society where "appearance" matters greatly, the right word play can garner one a second look, if not a follower. Tweets and followers are the great concepts of [Twitter.com](https://twitter.com). The users of this micro-blogging site enjoy real-time updates that come in few concise words.

Famous personalities often interact with their admirers on the site as well, it is one of the most preferred site to interact with a celebrities' fan base.

Also, trending topics is one of the quirky ideas of the site, with it, users of the site can get to share in on the “trending” event. Such trending events are known to cause a stir if not a raucous in various political and socially relevant issues. With only 140 words, it is a sure way to develop the writer in every account owner.

And edge to owning a Twitter account, in comparison to other social networking sites, is the fact that Twitter.com is probably the first website to have established a secure on-the-go version. With technology, tweeting became much more convenient, farther reaching with the launch of a mobile version of the website.

More so, the idea of tweeting works because people need not flood their screens with minute status updates. With Twitter, individuals get a following because of their creativity to grab attention with short messages.

These are just some of the reasons why “twitterverse” has gained so much ground as a force to reckon with in the area of social networking. This is so because it actually works as a social connection for personal and business purposes as well. Unlike the more famous Facebook, one can actually maintain a more professional tone with Twitter.

Twitter.com is favourably a social and interactive website, individuals who sign up for an account have less worry of creating an online profile that is too personal for any occasion.

## **Google+**

As a social network site, Google+ entered the game too late. Though Google may have created the idea of Googling, it was late on the uptake as a social networking site. The developers of the premium search engine grabbed the opportunity of creating a profile, linking and connections just after social networking emerged as a winning concept. Though, at this late in the game, Google+ is a formidable opponent.

The plus in creating a profile with the site is the segregation of identity. Facebook may have answered all the social needs over the Internet but it has also overcrowded it as well. Being friends with your school classmates or reconnecting with a long lost neighbour may have

a warm effect but getting minute by minute updates from your boss or wife may not be as alluring as getting one from friends.

Google+ has been developed for the sole purpose of helping individuals be socially connected with a more professional tone. It actually helps individuals create a more professional outlook thus, it is a safer social network for people who would rather be known for their great projects rather than what they do on their weekends.

Any person who creates an account with Google+ will also be able to setup links with other applications but unlike Facebook, Google+ accounts are not meant to simply make friends or reignite lost flames, it is a site worth investing time with because it is good for business.

## **YouTube**

Without any doubt, YouTube.com is a hit. As successful as any other social networking site can be, YouTube has commanded the market in a different and yet highly utilisable approach. It is visually appealing and very satisfying for both its registered users and not.

The allure of creating an account with YouTube lies on the fact that when registered, any video that you may have liked or simply want to share can be “shared” from the website itself. More so, people can interact with other people who watched the video as well through their comment pane.

And because YouTube understands the concept of entertaining people more than any other, YouTube allows people not only to watch videos but also to share their own videos as well. It is a rich source of raw materials, which need not be read but only enjoyed by watching.

It is great to create an account with the site because not only will one get a reliable history but one can also upload any video they have. The millions of its account holders provide enough reasons for logging into one’s account. The You in the YouTube definitely means personalised entries as there are actually fewer restrictions in uploading any personal videos.

In the lines of social networking, Youtube.com sparks the more entertaining side of every individual and that is why it remains one of the most visited sites for any purpose.

## **MySpace**

Officially, Myspace is far from being dead! It may look like the site is just another Facebook account but actually it has more differences than meets the eye. Myspace.com is a social networking account worth signing up for because it actually centres more on any individual's personal hobbies, than the need to connect simply to build a list of friends.

Not that owning a Myspace account can actually work without having to actually connect with others. But a Myspace account actually aims to connect more on the level of likes: entertainment and music. The creation of a profile leans towards the idea of promoting one's musical inclinations more to connect with other people than basing a connection because of a profile picture.

Face it, you would rather be Internet buddies with a person who likes and enjoys the same type of music as you. Common interests - this is a concept that worked for Myspace.com and has continued to do so for people all over the world.

## **Pinterest**

Pinterest is not a new concept in the world of social networking sites but unlike sharing loads of information, Pinterest users rely on images to create a connection. The concept is more like a YouTube only that photographs are pinned, repinned and utilised to establish a connection.

The beauty of Pinterest is that people can get to develop relationships based on captured images rather than common school or location or unique status updates. If an individual pins a picture, which is liked by another, then a connection can easily be established.

Pinterest.com “pinpoints” what one actually enjoys more than any others and then gives you full access to other images that fall into the same category as the image you liked.

More than answering the need to be socially relevant, Pinterest is becoming relevant in marketing as well. It is becoming a reliable source for links that can actually create a consumer base for different

brands. It offers an attractive front page, engaging enough for an individual to follow links that will actually convert into sales.

Any individual who wants to learn about a business, a thing or simply an interest can easily find individual sites that teach, shares and allows one to share it too. In comparison with other Image uploading social pages, Pinterest operates on a formula that is easier to handle, more visually enticing and has been launched at a time where interest in other social network websites has started to decline.

## **LinkedIn**

A LinkedIn member gets to develop a profile in a social context that works best for the professional. It sets the tone for connectivity in a manner that can seal the deal based on a less personal connection.

It has appropriate settings, which one can choose from in order to secure information accessible to other people. Entrepreneurs like to launch their market through the site because it has been programmed to allow marketability.

Though signing up is free, upgrading to a paid account has been proven to be a winning move if done with LinkedIn. Not only one can develop a better interaction with their market but can also keep their consumers informed in a manner that works best for businesses.

LinkedIn remains to be one of the good social networking magnets because it has been developed precisely under the assumption that social connection is necessary in creating better marketing partners and relationships. LinkedIn believes that such can be done in a manner that needs not divulge too much unnecessary information but only the information that actually matters.

## **How to Create a Following: the Do's to an Attractive Profile**

Social networking became an instant hit because it is a creative platform for interaction. For quite a long time, people used the Internet to retrieve ideas, relate information and there was little time left for building relationships. The process was purely a one-way interaction and people quickly lost interest. Thanks to the 21<sup>st</sup> century, social media and various other technologies integrated the need to interact with each other.

And yet, it does not all begin and end with the creation of a social page. Whether one has decided to open an account with the most marketable social network or not, the opportunity to build relationships does not begin so soon after. Like any other relationship, the social networks have to be nurtured too.

Just like with the normal daily and physical interaction, people need to spend time building on a better rapport via their profiles on the Internet, to remain interesting.

### **Be Virtually Present**

All kinds of relationships need an assurance that a relationship or connection actually exists. Though there is no physical relationship, social networks require their users to constantly update their profiles and statuses to retain a list of followers. This is the basic ingredient in creating not just a list of followers but friends over the net as well.

It is not enough that you have a Facebook account or a mobile Twitter account. You have to do more than that, tick interests, choose links and make an update at least once a day. Friend requests must be answered as soon as possible in order to give out the feeling that you are open to the idea of being friends.

## **Be Interactive**

The promise of social media is the enhanced way of communication: two-way interaction. Therefore, in order for people to follow you on your social page, you must be ready to interact. You must not merely watch as your friends' list build up but rather at least make an effort to react to your page's activities.

After a friend request, take some time to be the first one to say hi, or better yet, "like" their posts too. By being responsive, the other people will feel an open reception and will nurture the feeling for a long time, it could even lead to a follower and recommendation.

If you are on the social network to build relationships, being reactive to other people's activity will earn you good points for noticing. If you are on it for marketing, the same concept applies only it will earn you more money. Therefore, to be on different social network needs work.

## **Be Profile Savvy**

Do not leave your profile to chance and never assume that because you are visible that they will immediately add you. People can reject requests too, you know so you better be ready to sell yourself over the Internet. Your profile need not always show your face, it can always reflect your interests too.

Other people use a profile that reflects their choice of music, and such impresses other people who like the same genre and it will make them check out your page once in a while. The important thing is you have to be the one to lure people to your page.

Stay away from scary images or pictures that can be too offensive. Remember, you are on the social network to garner attention and not to shun it.

## **Watch Your Content**

First of all, what you post is what gets your web page the attention. Whatever social networking site that you are on, you must always bear in mind that what you put in it reflects greatly on how you see yourself. Though some would argue this point, the things, the updates and whatever content you plaster on your wall matters.

If you upload images, videos or words that seem callous, people may see you as a mere object. If you go in heavy, some may stay away from you because of the drama. You must know how to gauge the situation and study the feedback after you have placed something on your wall.

A little bit of negativity will not hurt but it will not gain you friends as well. So that may defeat the very purpose of you creating an online profile, right? Marketers must always err on the safe side and on social networks, people are all seeking the same thing: attention.

Your content will tell a lot about you and surely, it will get you some attention. It just has to be the right kind of attention so that it will profit you in a better way.

### **Be Real**

The Internet is filled with pretentious people and because there is no way for people to actually confirm all your claims, you can say anything you want in order to impress. But in reality, false stories will take you nowhere.

Sometimes, because you are not being true, you will easily slip and reveal your true color. When this happens, not only will you lose face but because it is a social network, your reputation may be put on the line.

Potential friends and customers need to feel sincerity and saying some things that are not really reflective of the real you can end a promising relationship.

### **Learn**

If you want to increase the traffic towards your site, you must take cue from the experts. This is a proven way of enhancing your chances of adding friends, visits, followers and even sales.

Understanding how people get so many friends and followers before you will not only present a challenge but also can short cut your way of gaining attention. Social networks are all about getting attention and having others talk about your page. There are so many DIY articles over in the Internet so you can always read them too.

But what has already worked will not hurt your chances of optimising your site as well. So why not add not just friends and followers but traffic as well, right?

## **Followers and Likers: Why You Would Rather Have A Follower Who Likes You**

The rules of engagement in developing relationships remain the same: may it be a physical one or a virtual relationship. Sometimes, affiliations that develop over the net often call for more attention than one that is nurtured with daily exposure.

One has to make an effort in being virtually present, this is the first step in drawing attention to your website. If you analyse the situation, the battle for social networking dominance applies for its users as well. Not that one wants to own the top profile or the most number of friends, but rather one creates a social page in order to be noticed.

A social networking account can only be effective if one was able to find old acquaintances and develop a new one with another. In all honesty, it does not even depend on who you are creating ties with but mostly in having new people wanting to create a connection with you.

There are some rules in being an effective social page owner and it is worth understanding why, with social networking sites, it is not about the quantity but rather with who actually stays and watches out for updates.

### **Be Attractive**

If you want attention then you must invest in your social profile. The great thing about the different forms of social media is that it understands the concept of beauty. Installed within each website, or profile is the technology of changing themes.

It can easily be understood that a recently created profile will still use the theme that comes with a recently created account but when a person does not even attach his or her own photo, then people lose interest. It often creates the impression that the owner of the account does not even take time to build on an attractive page.

Posting a pretty picture will definitely draw attention to your page. Therefore, the first rule in building effective relationships via social networks is to be as attractive as you can be. If you do not have the face for it, then build a site that will take the place of a pretty face!

## **Be Responsive**

Whenever your site gets any attention, receives a question or gets a re-pin, try to reciprocate the act. Not that you have to follow every other follower but just be attentive with the activities occurring within your account.

If you posted a video on YouTube and an individual comments, as the uploader, you must be ready to provide a reply. Not that it is your responsibility but it reflects that not only are you willing to interact with other people but that you are actually a person behind an effective post.

In all honesty, one of the biggest doubts of social networking is the humanity behind it all. Because it is easy to create a profile, people want to make sure that you are not only interested in amassing a number of followers or friends but that you are actually willing to create a relationship.

## **Be Respectful**

If you get a criticism, accept it. Criticisms are easily given on the different social media. Even if you create an attractive page, you can still get stumped. This is one of the givens of the Internet, the power to say anything that you want to say.

Even under anonymity, you should be ready for whatever your page gets you. There are some people who are forced to close their social pages because of bad press or harassment. Sometimes, this is a better move than having to answer back.

You have to remember that your social network is not a way to make enemies but rather a way to build new relationships. Bad mouthing is never a good way of starting relationships.

## **Be Creative**

Boring gets you nowhere with social pages, even if you have the most attractive profile picture, if you do not know how to be creative, then people will start to un-follow you. Instead of simply posting pictures,

create a gif in its place. Not only will it please your followers but also it will keep them visually satisfied.

If you are a blogger, do not just write with extensive paragraphs. Break long paragraphs into shorter ones - this will not only make people understand your idea better but the mere sight of a bulky paragraph is too heavy. Shorter lines will be more enticing to read and this is a tactic that has worked for others, why not for your own?

Use images to depict the idea of your blog or what you are trying to convey. Not only will it break monotony but can even help the reader imagine. You have to always take the place of the person you are trying to attract. If it takes longer than a minute to take it all in, then do something to shorten the apprehension. You have to remember, the Internet is full of information and people may just be after some entertainment.

If you own a MySpace account, you have to be able to cater to both entertainment and music, because this is what MySpace is built for. You have to realise how to do so in such a way that is entirely unique. You have to set yourself apart or else you will just be another profile yet to be recognised.

### **Be Lawful**

Not all people who visit your profile page will like you, or they may claim they do but they do not always have to. One of the easiest ways to gain more hate than love on the Internet is to claim ownership of images, ideas or concepts which are not really yours.

Blogging sites often allow people to re-blog other people's files and it is easy to do so. There are always easy to click links that are meant to do so and then retain ownership to the original person who posted it. Do this and not only will people appreciate that you do the right thing but they may just like following you as well.

Following other people is often done in reciprocity and they may not actually care about your posts. These are the kind of traffic that can easily be lost because they do not have the conviction to spread the word about your site or your product. Therefore, they will only see your page and will not actually convert into anything good for your site.

One way to avoid all the hate is not to plagiarise, not to claim ownership for posts that are not really yours. Though the laws governing the Internet are vague, it does not mean that you can always win every time you cheat, right?



## **Maintaining Your Social Media Status**

Facebook has been rallying with their million of critics, they have been evading the possibility of losing the top spot as a social network because they are ready to adjust, re-adjust and adapt to what the market wants. You have to be ready to do this too, for your site to keep the interest flowing.

You do not have to have a team of experts behind you, only the right moves in order to keep things in perspective.

### **Be Relevant**

In order to sustain the interest towards your profile page, you must post, create updates or start conversations that are relevant to current issues. If you belong to a Pinterest page that caters to sports, then you must engage into a conversation with someone belonging to the same group about sports. Do not deviate from topic as you are still trying to establish a common ground.

If you have already progressed from mere members of the site, then maybe that will be the time that you can start talking about other things. Relevance is important in maintaining connectivity. You have to keep in mind that people follow your posts and once you begin showing disinterest in what was believed to be what you are interested in, people will stop tracking your activities.

### **Join A Community Or A Group**

In order to exist in social networking circles, you must also be willing to join a group. You can find a lot of communities online that has the same interests as you. Joining your account with such groups will help keep your account active. Not only that, you can get more exposure if you seek out the support of some people.

Groups can help promote your page: other people who may not know about you will get a chance to glimpse at your social page via your group. Another good thing about community groups in the Internet is that, it increases credibility. When people see that various groups or credible individuals have approved you, they will credit you for it; thus

helping to maintain your social network, which is more important if you want to be profitable more than friendly.

### **Create More Than One Account And With More Websites**

This is important in order to be able to keep up with the trend. Not that you are anticipating closure of one website but creating more than one account has been proven beneficial because it reflects how socially “present” you can be.

This is important because there are certain applications that work best with a certain site. There is no monopoly of expertise with social networking and so in order to maximise the benefits, one should be ready to associate oneself with a more capable website to promote one's own site.

Take for example image sharing - Pinterest is a great social networking site for it. The site is a top site when it comes to image sharing and it is better enabled to distribute your images on a wider scale. Your picture can be better appreciated if launched from a platform that actually dominates the market.

Facebook is not a great blogging site and so if this is how you want to be present on the web, then you must open an account with a website that caters to bloggers in a better way.

### **Be Attentive**

Social media works because there is constant interaction so if you are really interested in keeping your friends or followers, you must never allow your social network to lose its spark. You can prevent this from happening by being attentive.

Be ready to post at least an update about things or simply reply to messages or queries. Do not keep liking every post by your friends too. Sometimes, the wrong reaction can be costly, so just like in real life - know when or when not to react.

## **Be Ready To Upgrade**

There are some social networks that require people to upgrade into premium accounts in order to maximise some features. In any case, you must be able to do so if it is what you have to do to increase traffic and appeal to your website. This is especially true for accounts that are used for business and marketing. So if you have to do this in order to bring in the money, why not?

Social Connectivity does not only mean that you own a social networking account, it is even more than having more friends than your best friend. What actually matters is that you are on the Internet, have enough people following you and will have them for the long run. If you can handle all three, then you will forever be socially connected and relevant.

## **Social Media Tools: How To Choose And What To Look For**

Very seldom will you find a person who owns only one social media account. This is not a bad thing, in fact it is the trend in order to be able to keep up with the emergence of too many websites that promote online connectivity.

This is acceptable even within social networks as reflected by the various links present with each website. There are various tools that help individuals manage their multiple accounts and make more profit with them.

The key to all of it is to have the right social media management tool to manage your accounts. Failure to keep up with everything else happening in and around your social profile can make or break your online connectivity. This eliminates the need to have to sign in individually and of course, it keeps tabs with all your accounts under one dashboard.

But before you choose which website to manage your multiple accounts, you have to have a list of requirements that has to be satisfied. This is important so that you will actually get to pick the best accounts manager.

### **Is Your Social Network Supported?**

There would be no sense in downloading an application to manage your multiple accounts if your own social network is not supported. You have to check that it will be able to manage at least four social networking sites. There would be no point in using one if it can only manage one or two accounts.

### **Is It Readable?**

You have to check if you actually like the format with which you will be reading updates of your multiple social networking accounts with. Though, there is very little difference among the top sites, the arrangement will affect your interest in the long run.

## **How Will You Get It?**

There are some multiple accounts manager that need to be downloaded from the web while some can easily be accessed after connecting to the Internet. Because accessibility is key, you should take into consideration this feature before settling for one.

## **Is It Free?**

Not all applications from the Internet come as a freebie, this includes social media tools too. Though almost every other application comes for free, you must first study its limitations. Because honestly sometimes, there are so many restrictions with a free application that it is even worst than not using one as well.

## **Can It Deliver?**

With the rise of social media, so did the number of online tools to manage them as well. One of the more important questions before choosing a social media manager is to understand just how much it could do for you. Without having to worry you, you must choose to associate all your accounts with a single site that can do things for you and do so in a more secure, if not an efficient manner.

## **Most Reviewed Top Social Media Tools:**

### **Hootsuite.com**

Hootsuite is the top social media management tool that helps optimize multiple social networking accounts. It has a well-integrated system that helps monitor the activity that occurs within your site and even with the sites and links that you follow as well.

The advantage of Hootsuite.com from other social media management tool is that it actually supports a wider variety of social network websites. It also comes with a free trial before requesting users to pay for a fee.

And because Hootsuite.com does not need to be downloaded from the Internet, your computer will not be stripped of precious memory space as well. There are a lot of advantages that one can enjoy with Hootsuite.com

and it is continuously becoming the top choice for people who want an effective manager for their social media accounts.

### **TweetDeck**

TweetDeck is as famous as Hootsuite.com but it works more for an individual who has a large following in their Twitter account. A good thing about TweetDeck is that it is nicely organised and yet remains highly customisable. These are some features that come free with every download of Tweetdeck on your desktop.

But on the lowdown because TweetDeck needs to be downloaded from the Internet, it takes up a lot of your computer's memory. Also, it has limited number of social networking accounts that it supports. But on the upside, TweetDeck is free to use for as long as you like.

## Conclusion

Social media is here to stay and more and more people love what it brings. The fun side about social connectivity is that it is becoming less and less complicated too. More fun and less complication - these are the great benefits of social media today, which is attracting more and more people to create at least one social network account.

As developers are quick to improve their social networking sites, people are quick to decide which site to associate themselves with also. That is why, social networking is a very interactive media - both inside and out.

The idea of social media is to integrate interaction with technology without discounting the need for human connection. Do you get the drift? This is not difficult to understand either, the most important idea of everything about social networking is the fact that it can be used to influence people.

Therefore, to be socially relevant nowadays, you must choose to create an account with a social network website that can actually bring you out there. If you choose to sign up for an account with a website that has been proven weak, then you might not get what you signed up for.

You must be able to manipulate the Internet to your own needs and not the other way around. The Internet has so many doors and windows that one can use in order to grab attention, launch a product and make sales.

In all honesty, social connectivity goes beyond the idea of establishing connections nowadays, what works better is if you can actually draw more traffic towards your site. By traffic, it means attention, interaction, lingering connections and sales if needed.

Everything can come together because everything is available on the Internet. All one has to do is pick the right choices and use the correct platform to launch their online presence. Social media has so many branches that it can only be effective if you open the right account.