



## **SOCIAL NETWORKING: AN IMPORTANT TOOL TO DEVELOP PROFESSIONAL RELATIONS**

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### **ABSTRACT**

*Social networking tools will be the future of communication, a countless array of Internet based tools and platforms that increase and enhance the sharing of information. One of the most important advantages of the use of social networking is the online sharing of knowledge and information among the different groups of people. Platforms like twitter, Facebook, and LinkedIn have created on line communities where people can share personal information as they desire with other members. The result is an enormous amount of information that can be easily shared, searched, promoted, disputed, and created. Social networking makes possible the transfer of text, photos, audio, video, and information in general Internet users. Social networking has relevance not only for students or regular internet users, but businessmen, scientist & all types of professionals. Social networking is an effective tool to fundamentally change the professional relations both on an interpersonal and a community level.*

**Key Words:** *Social networking, Communication tool, Social networking tools.*

### **INTRODUCTION**

The term Social Networking refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social Networking takes on many different forms including magazines, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking.

Now-a-day's smart phones has not only changed the human lifestyle, way we spend time, but the way we feel and think. How social networking has shaped her generation, digital breakups. In almost every professional, that you look at today, someone is making a claim about the power of social media communication technologies to improve public relations

practice. Having a good network of collaborative relationships is a key to success. Developing these skills will get noticed and ensure you are more influential and ultimately successful in your career. The participants and audience for Social Networking is growing rapidly. Statistics published become quickly out dated and it is interesting to observe both the international and national trends of Internet usage generally over the years, as well as those specific to the use of Social Networking tools. Social Networking is interactive platforms where content is created, distributed and shared by individuals on the web. Professors Andreas Kaplan European Business School define social networking as "A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

### **OBJECTIVES OF THE STUDY**

The main objectives of the paper are ;

- Image Projection Function
- Building Trust and Rapport.
- Keys to Success in Networking and Relationship

#### **Image Projection Function**

Humans are social animals; belonging in dyadic relationships, families, communities, organizations, and societies helps people meet their fundamental physical, social, and psychological needs Belonging itself involves two distinct processes: gaining inclusion, acceptance, and status and creating supportive, mutually caring relationships with others and sustaining those relationships over time. Public goodwill and confidence are necessary part of any professional. With approach of social networking tool self-image goals typically view the relation between the self and others for motivational perspective.

#### **Building Trust and Rapport**

As social media continues to dominate the lives of people in different parts of the globe, companies are looking for ways to establish rapport and build long term relationships with professionals. With effective communication system has to inform the society about its goals, activities, progress and social responsibility. Always be available or respond promptly to give the idea of being reliable. Also use direct messages or email to use a more personal approach when dealing with followers. Relationships are essential to the success of any business& professions.

#### **Keys to Success in Networking and Relationship**



- Build Closer Relationships by Staying in Touch
- Networking is an Ongoing Process
- Self Analysis and opportunities for development

### **Build Closer Relationships by Staying in Touch:**

Staying in touch with people is one of the challenges of building a strong professional network. The internet has given us the ability to connect with people from around the globe with a few clicks of a button, making it easier than ever to keep in touch with our friends and family. Because of that, social networking is the biggest industry of this time

### **Networking is an Ongoing Process:**

Maintain a strong online presence through LinkedIn, Twitter, or other relevant profiles to Share, advice, expertise, or feedback. Share information such as events, articles or research that may be helpful.

### **Self Analysis and opportunities for development:**

As humans, we find it relatively difficult to identify the areas where we are weak. But this assessment helps to identify areas where we may need to improve. If you identify a skill that you know is in your chosen field, but you are weak in that skill area, you need to take steps to improve that skill. Past performance appraisals and comments from companies or friends provide valuable feedback. For a good collection of sites on the Internet that enable you to research the trends that will tell more about external opportunities and threats in chosen field.

### **History of Social Networking**

Social Networking drastically changed how we communicate. Not too long ago, we only communicated through the mail, on a land-line telephone, and in person. Today, we send text messages; leave voice messages; use instant messenger; send emails; talk through headphones, cell phones, and online video phones; and, of course, interact through the Internet where a plethora of social media tools has redefined communication. Such a redefinition has had an enormous effect. The entire paradigm of social media has altered the basic rules of communication. The internet has given us the ability to connect with people from around the globe within seconds, making it easier than ever to keep in touch with our friends and family. Geocities was among the first social networking sites on the internet, launching its website in 1994. Its intent was to allow users to create their own websites, dividing them into “cities” based on the website’s content. The first articles about new technologies emerged in 1997 and 1998. Johnson (1997) surveyed practitioners about their use of new communication technologies such as the World Wide Web. In 1998, a special



issue of Public Relations Review published articles by Coombs (1998), Heath (1998), and Kent and Taylor (1998) extolling the two-way interactive capacity of the World Wide Web. In 2003, the term “Weblog” or “blog” was introduced to the public relations field (Trammell & Keshelashvili, 2005). Today, there are many articles in the professional journals explaining how public relations practitioners could/should incorporate blogs and other social media tactics. Social networking is online communication tools. It include interactive social networking sites like MySpace, Facebook and LinkedIn, as well as blogs, podcasts, message boards, online videos and picture albums, and mobile telephone alerts.

### **Social Networking: Effective Tools of Communication**

Today technology has created new styles of communication on the internet for us all. This technology has made great impact on everyday life in today’s society. Cyber communications have become hugely popular in the last decade, especially those websites that help people to find new or old friends, keep in touch with families, and even help people to find potential dates. The numbers of people using cyber social networking are growing in millions every year. Social networking is interactive platforms where content is created, distributed and shared by individuals on the web. Social media websites and applications allow users to create and exchange user-generated content where people talk, share information, participate and network through technologies such as blogs and social networking sites. Within the last decade, social networking has become one of the most powerful sources for news updates, online collaboration, networking, promotion and entertainment. Social media includes web and mobile-based technology that encourages users to interact with each other by creating and exchanging user-generated content. However the main social media categories are:

#### **Social Networks:**

One of the most popular social media categories, a social network is an online service, platform or site that allows users to have their own profile and develop relationships with other users. Popular examples include Facebook, Google+ and LinkedIn.

#### **Blogs:**

Short for web log, a blog is a website (or part of a website, for example on a larger company site) where articles are written and posted for people to read. Many blogs are written by individuals who wish to share their thoughts on a specific topic or their life in general, while others are written as multi-author collaborative efforts. Often, people can leave comments at the bottom of a blog post in order to encourage further conversation. Popular blogging platforms include Word Press and Blogger.

#### **Microblogs:**



Shorter versions of a blog, micro-blogs allow authors to share quick bites of information rather than long articles. These include sites like Twitter, which limits posts to 140 characters, to Posterous and Tumblr. Microblogs do not have to be text-based, for example Pinterest which mainly focuses on people sharing images or videos; and they often allow users to follow others whose posts show up on a newsfeed within the platform.

#### **Online rating sites:**

Anyone who has ever planned a trip or wanted to find out about local restaurants will probably have turned to an online rating site like Trip Advisor, Zagat or Google Places. Online rating sites allow people to leave reviews about a specific location, hotel, restaurant, etc so others can get an idea of the level of service to expect.

#### **Social bookmarking:**

Social bookmarking sites allow users to save and share their favorite websites from one location. Through this process, sites are recommend to others, therefore increasing visibility of the websites and helping people find content they would be interested in. Popular bookmarking sites include Stumble Upon, Del.icio.us, and Digs.

#### **Podcasts:**

Podcasts are most commonly a type of audio or video file that are syndicated online for people to download or stream through a computer or mobile device. Podcasts got their name from combining “broadcast” and “pod”—a reference to their popularity with iPod users.

#### **Forums/ Message boards:**

One of the oldest types of social media, forums and message boards allow users to have a conversation about a specific topic.

#### **Social knowledge/Wikis:**

These sites rely on user-generated content to create a central hub of knowledge for others to refer to. Some of these sites are large and can be accessed by the public, for example Wikipedia, Answers.com, and Quora, while others can be restricted to a group of people who belong to the same organization.

#### **Geo-location:**

This type of social networking tools relies on establishing a user's location and is usually associated with mobile devices. Geo-location platforms allow users to check-in at certain locations, find friends nearby, and get vouchers for local businesses. FourSquare is an example of a popular geo-location platform, while other social networks like Facebook and Google+ integrate this functionality within their larger tools.

### **Multimedia:**

Users of these sites are primarily on sharing multimedia like videos, photos, infographics, and PDFs rather than text. People can usually leave comments and share the content with others. Popular examples include YouTube, Instagram, Last.fm, and SlideShare.

The Internet is one of the most amazing inventions throughout history. These days, we can practically do everything online, we can get the latest news, connect with our friends, watch movies, TV shows and live broadcasting and we can even do our shopping using the internet. Since web 2.0 was introduced, the web became more flexible. From the beginning of time, humans have always been in social networks.

## **ADVANTAGES OF SOCIAL MEDIA**

### **Sharing of information:**

The main idea of communication is convey the message to their target audience. Social networking sites allow users to share ideas, activities, events and interests within their individual networks. Internet & mobile based social networking services make it possible to connect people who share interests and activities across political, economic and geographic borders.

### **Tool of communication:**

Primary aim of communication is to convey the message from its source to the target person or group. Social networks are increasingly being used to share information like benefits, achievements; major changes in organization etc needs immediate & prompt feedback.

### **Group Construction:**

Social media bridges the distance among different people. It helps in establishing relations. With the availability of social networking technologies and services group get coordination & favorable working conditions.

### **Knowledge Sharing:**



Professors & teachers create chat rooms, forums and groups to extend classroom discussion to posting assignments, tests and quizzes, to assisting with homework outside of the classroom setting. Content generating and sharing sites serve as sources of information for various topics. Users can search for content, download and use the content available on these sites paid or free of cost.

#### **Economic:**

It is cheaper to use online social networking for both personal and business purpose. because most of it is usually free compare to other medium like print or electronic . Sending message to target markets is possible by few keystrokes or clicks

#### **Less time consuming:**

Social networking is an effective time management medium of communication both for business as well as for academic purposes. Message or information can be send and access in every part of world very easily. One can post a message or browse for any information at the click of a button.

Social networking channels provide information and connection with the people within a moment.

#### **More opportunities:**

Novel digital technologies (particularly Social, Cloud, Mobile and Big Data)has provide a platform to create profile, links and find friends.

#### **Advertisement & Promotions:**

Social media is widely used by most of the firms/organizations to market their products/services in the society. The companies resort to social networking sites to generate opinions on the existing and future products that are available in the market.

#### **Important in Social awareness:**

Social networking is effective tool to spread information to public. But it is more important to remember that social networking can have a positive impact during natural disasters or public awareness campaign, need to understand how they can use social networking tool to the welfare of society.

## LIMITATIONS

Every coin has two sides. Always Social Networking is not useful in every aspect. Its limitations are;

### **Obtrude in privacy:**

Social Networking are part of day to day life and we keep in touch with friends and family. Privacy is a huge problem in such networks. This becomes a serious issue when the users are targeted on the basis of their location, age etc. People hide their true identity leading to fake personal information and misleading people. Problems of harassment, cyber crime, and online scams can frequently be seen in daily affairs.

### **Breakdown in Relationships:**

Now a day's people get addicted to social networking sites, their association with their family is less important for them. This is because the person gets busy on the social networking sites for communication with friends. So, in the long run, the close bond with the immediate family breaks down.

### **Decreases workers efficiency:**

Social Networking affected and Decreases efficiency of work in any person. Employees may busy using Social Networking and waste valuable time.

### **Slightly Impersonal –**

Social media will not be able to beat the advantage of dealing with face-to-face by using things such as auto DMs on Twitter. When an organization auto DMs a new follower, it makes less interest to say nothing than to send an automated, uncaring message to a potential custom.

## CONCLUSION

Technology has a great impact on the way the world communicates in recent years. We can see that social networking sites are gaining popularity as particularly in personal & professional environment. For the growth of social networking sites; sky is the limit. The very first social networking website came in the market just a decade ago, since then the way we communicate with other people has also changed. Technology has had a great impact on the way the world communicates. Access to technology has become an integral part of education, socialization and industry related requirements, and accordingly Internet usage is





evolving and growing rapidly. Communicating in today's society has become a lot easier with social networking sites allowing us to communicate and develop professional relations with a tap of fingers.

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