

9 misunderstand about social networks

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1. Media MXH is Facebook, Twitter and LinkedIn

Commercial professors *Andreas Kaplan* and *Michael Haelein* define social media as '*a group of Internet-based applications built on the idea and technology of Web 2.0 and allowing the creation and exchange of user-generated content. construction*'.

Facebook, Twitter and LinkedIn are the top three social media sites, and there are other types of social media as well as collaborative projects like Wikipedia, blogs like Tumblr, video sharing sites like YouTube and Dailymotion.

In addition, businesses also have other tools such as Sharepoint and Yammer. All of these pages have their own readership and their own strategy to connect with their fans.

2. Social media reduces average job performance

We've heard many stories about students being distracted from learning by Facebook and even many people have to turn off their Facebook accounts during exams to focus. However, this is not necessarily true for the workplace.

A survey of Ipsos and Microsoft with about 10,000 employees in 32 countries showed that 46% of employees said that their productivity increased a lot or increased thanks to the use of social media at office. In this case, social media includes instant messaging, long messages, videoconferencing, status, social media and group sites like *SharePoint*.

3. Social media tools are not useful at work

Also in the Ipsos and Microsoft study, 34% of employees said managers underestimated the benefits of social media tools and 37% said they could work better if organizations gave permission to use social media tools at work places.

McKinsey's research also stated that in certain sectors such as packing goods, retail financial services, advanced production and professional services, productivity can increase from 20-25% if companies deploy social technologies that help collaboration and communication within and between businesses.

4. Recruitment of employees through MXH only attracts low quality candidates

There are no barriers to applying for a position through MXH. The quality of the candidates is inherently different. People believe that the quality of candidates will be lower than that of companies posting information through a recruitment agency.

However, research by *the Brighton Institute of Business Administration* indicates that 94% of social media job seekers do so and 49% of employers see an improvement in candidate quality. In fact, 73% of people aged 18-34 found their work on social media.

5. Social media makes employees less interested in their work

A big data company named Evolve conducted a study of about 40,000 employees working in telephone exchanges in the US and found that users of 1 to 4 pages of social media in a week often stick with My work is longer than other colleagues.

Moreover, in the second experiment with about 4,991 employees who used more frequently than five social media sites, the unexpected results showed that these people obtained higher sales in shorter time than their peers.

6. The financial consequences of not using social media are small

A study by Capgemini Consulting and MIT showed that training in social and digital media is a factor determining why digital-enhancing companies have better results than competitors. Little understanding of the Web.

The report said that '*companies that increase digital investments will earn more revenue than investing in their fixed assets*'. These companies also generate more revenue per labor and have higher net profit margin as well as higher market value.

7. MXH will never generate direct revenue

In 2009, Dell earned \$ 3 million in sales from one of its Twitter accounts. This account is also recorded as a good fan listener and has a good relationship with consumers.

A brand needs to use social media to reinforce online consumption rather than relying only on average sales if they want more profits.

8. No one uses news to get content from social media

News sites that get content from communities like Digg, StumbleUpon and Reddit are still very popular. With the emergence of Facebook, Twitter and LinkedIn, people can assume that these sites have replaced community news sites. However, according to Statcounter, the number of people working on StumbleUpon and Reddit is still very large. Both sites have a higher average number of visits than YouTube last year.

9. Older people do not work actively on social media so businesses do not need to focus on this object

The *Pew Research Center Research Center* said in 2013, 43% of Americans over the age of 65 use at least one MXH site compared to 26% in 2010 and 1% in 2008.

At the time of publication, there were 39 million people from age 65 using Facebook, Twitter and Skype, so don't underestimate the power of this generation.

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