

ARTICLE REVIEW

# SOCIAL MEDIA IN BUSINESS RECORDS

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## CHIEF EDITOR

MS. Suriani Jack





# **MANAGEMENT OF BUSINESS RECORDS (IMR652)**

*presents*

## **SOCIAL MEDIA IN BUSINESS RECORDS**

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# EDITOR'S NOTE



MS Suriani Jack  
EDITOR IN CHIEF

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

Lots of Love,

*Suriani Jack*  
Chief Editor

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RECORDS MANAGEMENT + SOCIAL MEDIA + BRAND

## EDITOR'S NOTE

*"Strike throughout our most productive year in UiTM"*

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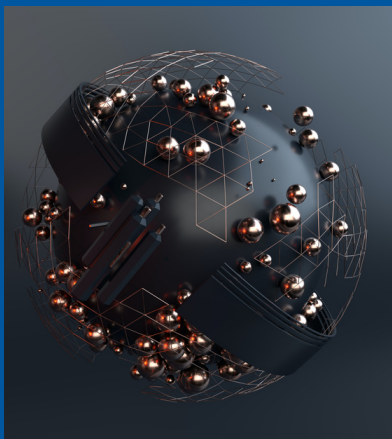


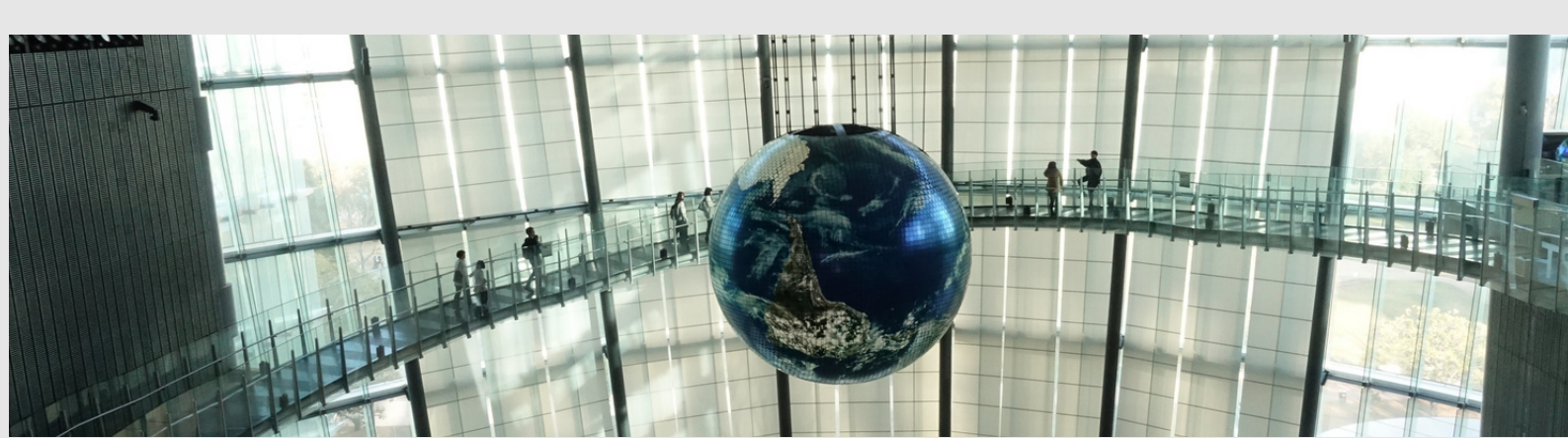
# ***CHAPTER 5*** ***SOCIAL MEDIA IN*** ***MODERN BUSINESS***

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## INTRODUCTION

We chose this article because it demonstrates how social media may assist businesses in reaching new clients. Web-based training, team-based projects, delivery of updates about plans and activities to workers, search for new offerings, and confirmation of information during staff recruiting are all new areas where organization may use social media. This study compares several Internet growth phase classifications. Social media infiltrated the corporate sphere as well, allowing organizations to create fan pages and upload news, images, and videos, mostly for image-building purposes. However, over time, businesses began to recognize the unique benefits of web connection with consumers, as well as the use of this technology to expand their product/service offering and engage customers in new product/service creation and testing. As this communication channel becomes more popular among the younger generation, organizations may more readily reach out to new clients (particularly young ones). Web-based training, team-based projects, delivery of updates about plans and activities to employees, search for new offerings, and information verification during staff recruiting are new areas where organizations may use social media.





## Objectives

- The goal of this article is to spot emerging trends in the use of social media to boost the performance of modern businesses.
- To expand their product/service offering and include consumers in the creation and implementation of innovative products/services.

## Statement of Problems

This research investigates the implications of the semantic web in a new environment, as well as the consequences of information extraction from social media.

## Literature Review

This article is the outcome of multiple external article references in this article; the researcher discusses the relevance of using social media in modern business. The usage of semantic analysis, according to the author, is largely utilized to adjust the goods supplied to the demands of the users. There is no disputing that social media is a vital platform that should not be overlooked as a means of exchanging information and marketing activities. Social media is a natural setting for obtaining, developing, and exchanging information for more information.

## Methodology

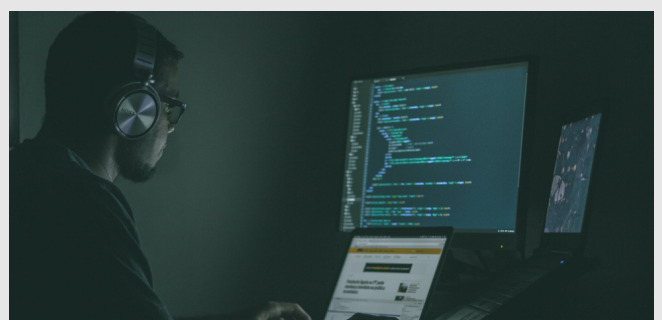
The suitable method to be used for research are qualitative method. To fulfil this research, there are several methods that be used:

### i. Data Collection

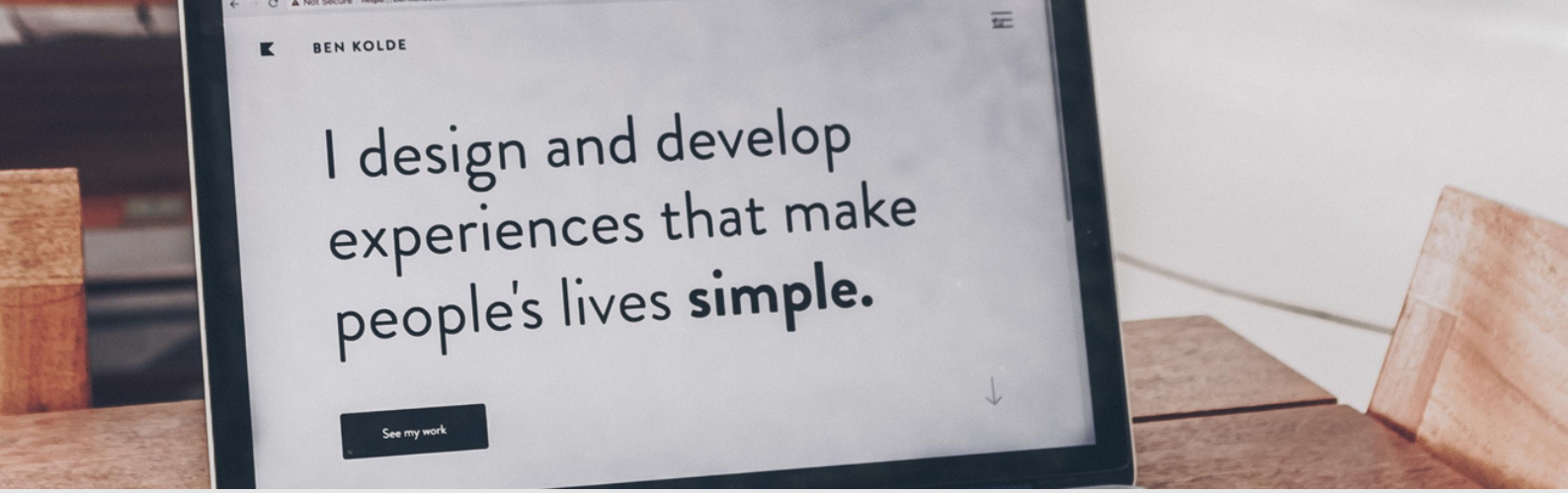
The establishment of a new function that uses semantic analysis of communications posted in the virtual domain, most notably in social media, is a qualitative distinction.

### ii. Data Analysis

The use of semantic tools may potentially be linked to information exclusion. This article also examines the implications of the semantic web in a new environment, as well as the impact of information extraction from social media.







## Findings

The researcher is interested in the social media discoveries that assist businesses in reaching out to new clients. Web-based training, team-based projects, dissemination of updates about plans and activities to workers, search for new offerings, and information verification during staff recruiting are all new areas where businesses may use social media. The outcomes are as follows:

- As previously mentioned, social media cannot be overlooked as a conduit for information sharing and marketing activities, particularly among younger generations of customers. For them, social media is a natural environment for sourcing, creating, and exchanging information.
- Based on a review of prior searches and messages made online, which might represent individual preferences, this information could be beneficial and assist in meeting a demand. Another issue worth mentioning is information exclusion. Such exclusion may be caused by overly advanced semantic analysis, which prohibits access to numerous fields of information. Data in the context of certain utterances and other online activity is taken into consideration by semantic tools built for data stream profiling.

## Recommendations

For business partners, social media gives a chance to share a range of resources, thoughts, and recommendations. It's also a fantastic resource for learning about consumer preferences. To tailor the variety of products and services supplied, semantic tools are used to characterize regions of consumer interest. On the one hand, this assists firms in bringing their items to potential consumers and providing answers to consumer inquiries, according to the authors. On the other side, the findings of semantic analysis may limit access to material that extends beyond the previously specified circle of topics of interest. As a result, due to a shortage of access to information streams detected and deactivated by semantic tools, this might lead to information exclusion.





## **Contribution to Business Record Management**

Nowadays, social media assists businesses in reaching out to new clients. Web-based training, team-based projects, distributing updates on development and planning to employees, discovering different offerings, and verifying information during recruiting are all new areas where organizations may use social media. Furthermore, social media infiltrates the corporate sphere unannounced, allowing corporations to create fan pages and upload news, images, and videos, mostly for the sake of image development. Companies began to recognize the unique benefits of web connection with consumers, as well as the use of these technologies to improve product/service ranges and include customers in the creation and evaluation of new products/services, over time.

