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IN BOOK**

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EDITOR'S NOTE

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,
MS Suriani Jack
Chief Editor



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IMPACT OF SOCIAL MEDIA APPLICATION IN BUSINESS ORGANIZATIONS

**Anjelica Renny ak Sila
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The internet profoundly affects how individuals communicate and build relationships today. The industry has shifted from traditional corporate communications practices to public relations utilizing social media platforms. It is the new frontier in doing business since social networking was established. Online networks and communities allow individuals to create and share information, ideas, interest, and other forms of expression.

Based on the article that has been studied, the issue relating to this article is the risk of digital in social media. Social Media accounts can be prone to Breach of security. The breaches of client confidentiality, leaks of intellectual property, and violations of the firm's policies or codes of conduct. Violation and leaks can devastate an organization's reputation, making customers and clients less likely to invest in the company's products or services if the strike is severe enough. Also, these types of leaks could lead to legal action, so social media accounts should require strong passwords and firewall protection.

Many studies from the literature reveal that social media is used for business development. For instance, Facebook create a reliable connection between products and significant advertising opportunities. Blogs, generate a platform to post comments on any event that needs to be publicized and can be utilized as a promotional technique for customer adoption and promotions. Through social media, companies have seen an enhancement in their brand awareness and image. According to a researcher from India, they observed that most of 7 companies use traditional and social media to reach out their potential customers. As, social media comes from marketing or corporate communication department in most companies, except for one organization with its own social media department

This research is a descriptive study using a qualitative method with the support of literature reviews available from various sources, secondary data from observations in online social media applications and tools, and interview forms mailed to business development managers.

Based on the article's findings, Many studies from the literature reveal that social media is used for business development. Facebook, YouTube, Instagram, Twitter, and other social media play an essential role in how online users discover, research, and share information about brands and new product businesses. An online survey reported that around 60% of consumers who research products online learned about a specific retailer or brand through social networking sites. For example, Blogs generate a platform to post comments on any event that needs to be publicized and can be utilized as a promotional technique for customer adoption and promotions. Through social media, companies have seen an enhancement in their brand awareness and image. A researcher from India observed that most companies use traditional and social media to reach out to their potential customers as social media comes from the marketing or corporate communication department in most companies, except for one organization with its own social media department.

It has been observed that the use of social media applications and tools has aided businesses in better branding their products, reaching out to a larger number of customers, and meeting their needs. Through social media, businesses have seen increased brand awareness and image. According to these studies, there are numerous benefits but few drawbacks. Companies can make better use of social media by ensuring that their message is clear, that chaos is avoided, and that their online image matches their brand image. Marketers see social media, a popular hangout spot for many people, as a gold mine for brand and business development and growth.

The use of social media for any business is to keep track of organizations' competitive positions by providing vital market information and statistics for the entire industry. Social media also encourages the exchange of knowledge and expertise, which aids in accelerating innovation and developing new products based on customer feedback, suggestions, and recommendations, among other benefits.