
ARTICLE REVIEW

**CHAPTERS
IN BOOK**

vol.1

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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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SOCIAL MEDIA MARKETING FOR BUSINESSES: ORGANIC PROMOTIONS OF WEB-LINKS ON FACEBOOK

**Maureen Anak Apong
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In this article, the authors wanted to explain how social media marketing influences their organic business promotion. This social media can give the effectiveness of various promotion types such as web-link, which we designed and an experiment on Facebook. By doing this, they can determine the value of their product information on social media. Besides, there are comments section on the Facebook pages where customer can leave their opinion about the business.

The problem with this method is that Facebook can hide a post. This problem can lead to a particular post would not pop out on their timeline. The customer can also leave an adverse reaction on their social media. This problem can cause their work frame to drop, and their social media marketing strategy will fail.

This article was established by Yash Chawla and Grzegorz Chodak on June 18, 2021. Their focuses are on how social media marketing for businesses: Organic promotions of Web-links on Facebook. Nowadays, the number of internet users has led businesses to explore how to manage the promotion of their products. Therefore, this is an excellent opportunity for them to gain more views and customers by studying on social media strategy of the business.

The methodology for this research article is Data Analysis. Data Analysis

The data analysis used for this article is multiple linear regression which can get the number of Facebook users, their reactions, and link clicks on their social media. Next is data Collection; the data they collect from this article is by having an experiment with varying ages so that they know how many people follow their news or promotion toward organic in social media.

Based on the article findings, E-store has reached 17,546 Facebook users, resulting in 664 reactions and 258 link clicks from their customers. Furthermore, they found that 44.48% contribution of social media improvement get A4 in experiments that they provide.

Their focuses in this article are to find how social media could influence more in the business market. The authors should try other websites or social media to promote their organic products. To make your business successful, the author needs to manage their time posting on Facebook. As we know, if the customer rarely sees your post in their timeline, it could make them lose interest in your product.

Business record management is one of the command things for a company that can keep its records safely. As for this article, the authors have used devices to experiment with their business promotion. Therefore, the authors should establish an offsite record storage location to secure their strategy in making this business successful. Other than that, electronic records management is the best storage method to make their document more secure.