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**CHAPTERS
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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HOW SOCIAL MEDIA CHANGES TODAY'S MARKETING STRATEGIES

**Olina Anak Andrew Dana
Suriani Jack**



Nowadays, the internet has become the most important thing to everyone. In past recent years, Facebook has become the first social network to reach 1 billion active users every month. Social events and shared information within your target market will help you understand developments in the industry. We can also make an income from social media; in this article, the researcher will discuss how social media changes today's marketing strategy.

Based on the article that has been studied, there is one problem statement in this article about the contemporary marketing analyzes address many issues and problems in the social media environment related to branding. A social media firestorm is described as a sudden release of large numbers of messages that include derogatory feedback and protesting activity against an individual, organization, or community on social media networks, it is one of the most drastic threats to companies.

This research article was created by Nasr Abdulaziz Murshed, doctor of business management program at Istanbul Aydin University Istanbul, Turkey. This research article is dated September 2020. This research study is about how social media changes today's marketing strategies in business management. Social media has become the most important part of everyone's life and affects every aspect of personal life, especially in business. Some social media platforms can be used as a business strategy. From the research article, the most significant social platform that has been used in April 2020 is Facebook.

The methodology for this research article is Data Analysis and Data Collection. In data analysis, the author uses the theoretical and practical literature to identify social media influencers. From the theoretical and practical point of view, to know what certain people have many names, such as 'influencer' who is often named 'instafamous,' 'micro-famous,' 'company mav' and the 'common king', to name a few. For Data Collection, the 73 articles and journals were used as literature material, and each of the articles and journals has a different country, year, and also different author. All the articles and journals have been used in this research.

Based on the article's findings, The worldwide social penetration rate reached 49% in 2020, with the highest penetration rates in East Asia and North America at 71% and 69% in Europe, followed by northern Europe at 67%. Besides that, COVID-19 also bring an impact on social media; during this pandemic, we're all adapting to life, whether it's marketing at a time when people buy less, work from home, or study at home.

This article aims to identify some of the most critical social media new topics, such as social influencers, endorsement, native advertising, and social media conflicts called social media firestorms. The author should survey for the influencers to do feedback about these social media firestorms so that they can find the answer because they can get a direct response from the influencers themselves.

In today's era, social media has become part of the daily routines of people's lives. Bearing in mind the role of social media in the lives of consumers, advertisers and companies rush to social networks and hope that they can communicate with their target clients. Too many companies were moving into marketing in the media to target the people as their clients. All businesses need to develop a marketing plan for social media and run the social business on social media to promote their businesses. Nowadays, companies cannot avoid social media; as the author mention, 71 percent of customers who have had a positive experience with a brand in social media service are likely to recommend it to others.