**A Review Study: Social Media Platforms and Tools**

Dr. Kuldeep Kumar1 [0009-0007-0423-7661], Raghuvinder2 [0009-0003-8599-2490],

Avininder Singh3 [0009-0009-6158-4023], Gopal Sharma[610464]4

[webkuldip@gmail.com](mailto:webkuldip@gmail.com)1, [raghuvinder@cdlu.ac.in](mailto:raghuvinder@cdlu.ac.in)2, [avininderapc@cdlu.ac.in](mailto:avininderapc@cdlu.ac.in)3,

[gopalapc@cdlu.ac.in](mailto:gopalapc@cdlu.ac.in)4

Assistant Professor, DCSE, Chaudhary Devi Lal University, Sirsa

***Abstract***: Today’s society, the use of social media and social media tools begins from a very young age and pervades our adult lives, reaching a point where they are perceived to be indispensable for human life. Social media platforms allow user to have conversation, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. The development and prevalent use of social media and social media tools has become a focal point for researchers from different areas of expertise and has become the principal topic for numerous scientific research studies. In the light of this information, this research study aims to evaluate the research about social media and social media tools.

**Keywords: Social Media, Social Network, Face book, Twitter**

**1.Introduction**

Social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities. Social media typically features user-generated content that lends itself to engagement via likes, shares, comments, and discussion. More than 4.7 billion people around the world use social media. Social media is credited with helping people build community and faulted for facilitating disinformation and hate speech. Social media is also an increasingly important part of many companies' marketing campaigns. The largest social media platforms worldwide are Facebook, YouTube, WhatsApp, Instagram, and WeChat. Social media started out as a way for people to interact with friends and family but soon expanded to serve many different purposes. In 2004, My Space was the first network or each 1 million monthly active users. Social media participation exploded in the years that followed with the entry of Facebook and Twitter (now X platform). Businesses gravitated toward these platforms in order toreach an audience instantly on a global scale. According to Global Web Index, 46% of internet users worldwide get their news through social media. That compares to 40% of users who view news on news websites. Gen Z and Millennials were most likely to view news on social sites versus other generations. Social media plays a key role in many businesses' marketing strategies, not surprising give the sheer number of hours people spend each day on social websites and apps. At the same time, social media is an ever-changing field, with relatively recent apps such as TikTok, Signal, and Clubhouse joining the ranks of established social networks like Facebook, YouTube, X platform, and Instagram.

**2. Literature review**

Brendan James Keegan and Jennifer Rowley (2023) contributes to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies. Two key challenges depicted by the study are the agency- client relationship and the available social analytic stools.

**Rodney Graeme Duffett (2022)** examines the influence of interactive social media marketing communications on teenagers‟ cognitive, affective and behavioral attitude components in SouthAfrica.Thepaperalsostudiestheimpactofanumberofadditionalfactorssuchas usage(access, lengthofusage,log-onfrequency,log-ondurationandprofileupdateincidence)anddemographic (gender, age and populationgroup)variablesonyoungconsumers‟attitudestowardsocialmedia marketingcommunications.Thestudyascertainedthatsocialmediamarketingcommunicationshadapositiveinfluenceoneachattitudecomponentamongadolescents,butonadecliningscale,whichcorrelatestothepurchasefunnelmodel.Thusthisinvestigationalsomakesanimportant contribution to attitudinal research in developing countries, where searching social media marketing communications. The practical implication of the study is that the companiesandtheirbrandsshouldconsiderusingand/oradaptingtheirstrategiesbasedonthe declining impact of socialmediamarketingcommunicationsonthehierarchicalattitudestages amongyoungconsumersandthedivergentinfluenceonusageanddemographicvariableswhen targeting the lucrative and technologically advanced, but capricious, Generation consumers.

**Priyanka P.V and Padma Srinivasan (2019**) in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. Amodelfromtheretailer’sperspectivehasbeendevelopedthatexplainshowsocialmediacanbeusedforincreasingcustomer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

**Christopher Ratcliff (2017)** on a global organization that appears to have mastered its social media strategy, Ford. In his blog, he explains how Ford has included the key success elements in its strategy including customized posts, user connectivity through one of voice and perhaps most importantly, a social media team that reads and responds to every single comment made by followers. However, it is worth noting that Ford has worked out what works for its own business, and this exact strategy may not necessarily drive the same achievement for different organizations.

**Ates Bayazıt Hayta (2015)** in their research paper―A study on the effects of social media on young consumers' buying behaviors‖ determines the effects of social media networks on purchasing behaviors of young consumers. The study results indicate that social media tools directly effect the purchasing behaviors of consumer, depending upon their age group and educational status.

**Benjamin Ach (2013)**in their bachelor thesis highlighted the evolution of the marketing strategies of businesses and more specifically of their communication strategies, with the important rise of social media influence, which is changing the way people get informed as well as their purchasing decision process.Thisresearchunderlinedthefactthatbusinesses,smallorbigsized,havetogetonlineandto use social media and to adapt their business models if they want to stay on top of the competition on their markets. The research is supported by a case study of an Australian internet marketing company, in order to get valuable insights from internet marketing experts.

**Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki and Sarah J. S. Wilner** (2010) reviewed and synthesized extant WOM theory. This article shows how marketers employing social media marketing methods face a situation of networked coproduction of narratives. It then presents a study of a marketing campaign in which mobile phones were seeded with prominent bloggers. Eighty- three blogs were followed for six months. The finding indicate that this network of communicationsoffersfoursocialmediacommunicationstrategies—evaluation

**Embracing, endorsement**, and explanation. Each is influenced by character narrative, communications forum, communal norms, and the nature of the marketing promotion. This new narrative model shows that communal WOM does not simply increase or amplify marketing messages; rather, marketing messages and meanings are systematically altered in the process of embedding them. The theory has definite, pragmatic implications for how marketers should plan, target, and leverage WOM and how scholars should understand WOM in a networked world.

**Hensel and Deis (2010)** have recommended that marketers must consider all possible avenues to positively use social media to increase advertising and improve marketing. Before implementing a specific social media strategy, the benefits, drawbacks, and challenges associated with it must be addressed.Thestrategymustassistinfacilitatingthesocialmediainputsanddiscussions.Inaddition, social media strategies should also be used to track a busi**ed Elman (2010)** in a study for Harvard Business Review, The Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them on web. Thus, the impact of consumer-to-consumer communications has been greatly increased.

# 3. Research methodology

Research methodology in social media encompasses various approaches and techniques to study phenomena occurring within digital platforms like Facebook, Twitter, Instagram, and others. Researching social media earning can be approached through various methodologies depending on the specific aspects you want to explore. Here's a breakdown of some common methodologies:

**Surveys and Questionnaires**: Conducting surveys or questionnaires can help gather quantitative data about social media earning. You can design questions to understand demographics, income levels, preferred. 00000000000000.platforms, strategies used for monetization, challenges faced, etc. Tools like Google Forms or SurveyMonkey can be useful for creating and distributing surveys.

**Interviews**: Qualitative interviews with social media influencers, content creators, marketers, and platform representatives can provide in-depth insights into their experiences with earning on social media. Semi- structured interviews allow for flexibility in exploring specific topics while also allowing interviewees to share their perspectives and stories.

**Content Analysis**: Analyzing content on social media platforms can provide valuable insights into trends, strategies, and engagement levels related to earning. You can use data analytics tools to analyze metrics such as likes, shares, comments, and views to understand what types of content are most successful in generating revenue.

**Case Studies**: Conducting case studies of successful social media earners or businesses can provide detailed insights into their strategies, challenges, and outcomes. Case studies allow for a deep dive into specific examples, highlighting both successful and unsuccessful approaches to social media earning.

**Experimental Research**: Experimental research involves manipulating variables to observe their effects on social media earning. For example, you could conduct experiments to test the effectiveness of different marketing strategies or the impact of changes in platform algorithms on revenue generation.

**Ethnographic Research**: Immersing yourself in online communities and observing interactions and behaviors can provide valuable insights into the social dynamics of earning on social media. Ethnographic research involves participant observation and may require building relationships with community members over time.

**Secondary Data Analysis**: Analyzing existing datasets from sources such as social media platforms, market research firms, or government agencies can provide valuable insights into social media earning trends, user demographics, and market dynamics.

# 4.Objectives

* + - Study on social media handles.
    - Study on different policy of social media handles.
    - Collect the review from the people with help of questionnaire.
* Comparative study regarding financial benefits of different social media handles

**5**. **Collection of Data:**

Collecting data on social media earnings can be quite complex due to the diverse revenue streams and the dynamic nature of social media platforms. Here are some common methods and sources for collecting data on social media earnings like Public Financial Reports, Third-Party Analytics, Industry Reports and Studies, Ad Spend Data, User Surveys and Feedback, Crowd sourced Data. In this study we collect the data from our local area. My study is about the how people earn from the social media. We collect the data for make questionnaire. We spread this questionnaire to all friend circles and also send to our colleagues. With the help of questionnaire, we know view of peoples regarding social media earning or revenue. In the questionnaire we ask from people from how many years you earn, which type of social media handle you used, which benefits of social media handles, which type of video, images you like to post, which type of post you watch more, and what suggestion you give to the other peoples.

# 6. Conclusion:

# Different research papers discussed above shows how social media is slowly becoming an important marketing tool offering different organizations opportunity to engage with their markets and to learn about customer’s needs, important segments and profile. However, the implications are that this is an uncontrolled environment and therefore it requires a robust social media strategy that also manages the comments posted by consumers whether positive or negative. As these social network sites can pose a threat as well as an opportunity to companies by rapidly spreading the views of dissatisfied customer’s comments.

**7. Future scope:** The future of social media earning platforms is likely to evolve significantly, driven by technological advancements, user behavior shifts, and regulatory developments. Here are some key trends and potential scopes for social media earning platforms: Decentralization and Blockchain Integration, Creator Economy Expansion, Niche and Specialized Platforms, Virtual and Augmented Reality, AI and Personalization. Overall, the future of social media earning platforms is likely to be shaped by advancements in technology, changing user preferences, regulatory landscapes, and the ongoing evolution of the creator economy. Platforms that successfully innovate and adapt to these trends will be well-positioned to capitalize on the growing demand for digital content monetization and user engagement.

**References:**

1. Ates Bayazit Hayta (2013). A Study on the Effects of social media on Young Consumers‟ Buying Behaviors‟. European Journal of Research on Education, Special Issue: HRM, pp 65 -74
2. Barefoot, D., & Szabo, J. (2010) ‟ Friends With Benefits: A Social Media Marketing Handbook,‟ San Francisco: No Starch Press
3. Benjamin Ach, ―The current development and trends of social media marketing strategies for businesses-Case study on an internet marketing company: Lead Creation"(2013),Turku university of applied sciences thesis, bachelor thesis, degree program, international business.
4. Brendan James Keegan, Jennifer Rowley, (2017) "Evaluation and decision making in social media marketing", Management Decision, Vol. 55 Issue: 1, pp.15-31, https://doi.org/10.1108/MD-10-2015- 0450.
5. Business Week (2009) Beware Social Media SnakeOil,[Online],
6. Available at:<http://scaledinnovation.com/innovation/publications/2009-12-busweek.pdf>[10

May2014]

1. Edelman, D.C. (2010) Branding in the digital age: You're spending your money in all the wrong places,HarvardBusinessReview,[Online],Available:<http://hbr.org/2010/12/branding-in-the-digital-age-youre-spending-your-money-in-all-the-wrong-places/ar/1> [15 May 2014]
2. Gil R. B., Andres E F. & Salinas E. M. (2007). Family as a source of consumer-based brand equity. Journal of Product and Brand Management, 16, 188-199.
3. Lazer, W., Kelley,E.J.(2013).Social Marketing: Perspectives and View points. Homewood: RichardD Irwin.
4. Lampert.(2006).CaughtintheWeb.ProgressiveGrocer,85(12), 18
5. Mangold WGandFauldsDJ (2009),"Social Media: The New Hybrid Element of the Promotion Mix", Business Horizons, Vol. 52, No.4,pp 357-365