

Effective Communicate of Social Media in Economic Development

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ABSTRACT

Social Media is the most powerful weapon which we can use to change the world. This paper extracts the Social Media's role in Economic Development. This Paper gives more information about the economic and social development of social media. This paper identifies the gap and promotes the economic development organization through social media, and appendices advantages and disadvantages of social media in economic development. This is the right time to discuss the Effective Communicate of social media in Economic development; it will certainly promote the economic development in our country.

1. Introduction

In the 21st century Social Media seems to be a common goal of city staff, community stakeholders, nonprofit organizations, business owners and residents. Political leaders used social media as a tool for their success. These platforms include face book, Instagram and Twitter. While various city departments, committees and organizations have been slowly implementing social media as a part of their strategy, it has now become an official tool for use by the city to help effectively and positively communicate without community. Social Media is an important role in the lives of many people. While not everyone is fond of the factor the city accept that social media has on people's everyday lives. Nowadays people can't live without android mobile phones. Because it is one of the family member to their lives. People are using facebook without knowing their face, becomes friends on the face book and chat with so many hours. The younger generations are exploring various social media platforms such as Instagram and Snapchat. However these platforms may be good or not, but we have to use these platforms in an effective manner to update the public with positive and correct information's as well as promote, attract, encourage the marketing, recognize business and empowering the people, empowering the talents and the economic development.

2. Economic Development Organization

Economic development organization would improve the vital role of the use of social media to higher the familiarity with the people. Everyone knows that it indicates a process of development in the economy, whereby there will be development in agriculture, industry, trade, transport etc., all these improvements put together is referred to as economic development of the country. DCI research shows that 98 percent of economic development organization (EDOs) is active on more than one social media account, proving its increasing significance.

3. The 5 "Must" of Social Media for Economic Development

Most economic development organizations have recognized the enormous potential of social media for place marketing boosting their SEO (Search engine optimization) and engagement. Many start with LinkedIn, as that network is specifically designed for business interaction. If we are committed to maintaining one or more social media accounts here are 5 "musts" for the Economic Development. They are

1. Benefit of their own in Social Media
2. Feature attractions sites and properties
3. Communicate Properly
4. Updates the Pictures and Videos
5. Applied Statistics for the Social media

Benefit of the Own in Social Media

Self serving marketing messages are not interested much to the people but owned and benefit content are very much attract the readers, benefit content will like the people very much, that will increase the followers. Owned content also higher up the satisfaction to the people.

Feature attractions sites and properties

For the Economic development, we must aware the good things near our sites and locations every day. We have to find the attractions, advantages for the feature available sites. This will lead a profit earned by the organization as well as success for our real estate brokers. Then only we are more qualified for the development through social media.

Communicate Properly

Usually people got advantages or profits, they won't communicate their successes. So we have to promote the Entrepreneurs by communicate properly. For that first of all put the profile of the Entrepreneurs and upload all the stories about their products or sites or locations or something else they produce. They tell the stories about their locations to the friends and relatives accompanied with pictures. This will appreciate by your local business community. Definitely we got a promotions and development by these activities.

Updates the pictures and videos

Nowadays every pictures and videos in the social media got likes and un likes. If we upload the pictures and videos of your product or site this will definitely attract the readers or users and entrepreneurs satisfied the readers or users. This will retain the customers for the entrepreneur.

Applied statistics for the social media

Don't give a brief history of the site. If we use short post with data, this will get attention of readers or users. For eg. The questions like, How many development zone, industrial park or tax incentive in your region? How many colleges near your area? This will help the users attention immediately. The numbers support the brokers and entrepreneurs lead the market very success and the economic development. It has been observed from the research that every nine out of ten companies in United States are implementing marketing practices consider LinkedIn more important than any other Social Media network.

4. Advantages of social media in economic development

1. Communication is very easy by the social media in the economic development.
2. Definitely Social media empowered the Entrepreneurs by the Social Media in the economic development.
3. Social Media helps the Students and Teachers oriented approach. This will lead to success in economic Development.
4. Marketers and Marketing enriched by the Social Media. They promote and Success by updating the products in the social media.
5. Nowadays politicians are the backbone of the economic development. Politicians are successes only by the social media. Without Social media they won't familiar to the people.
6. From the 21st century globalised, Social Media has been promoting the economic, social and political development for our country. It increases the employment opportunity.

7. Talented officials were identified more by the social media in the economic development.
8. Researchers and research activities is increased by the social media.
9. Social networking is increased by the social media, it will lead the economic development.
10. In the world, Social media is one of the most powerful weapon in economic development.

5. Disadvantages of social media in economic development

1. People those who use social media regularly may lose their ability to engage in face to face communication. They lose their trust in their business.
2. About 80 percent of teenagers in India are having face book account. It has been observed by the end of 2018 that face book conquered the users but currently instagram is considered more important than face book or twitter amongst the youth. You tube is highly preferred amongst the age group of 18-49 as compared to any network. Hence entertaining is more than economic development in social media.
3. Many fraudulent and hackers were increased in social media. It will reduce the economic development in social media.

"The tree with most leaves will not necessarily produce juicy fruit". Hence we must aware while using social media.

6. Conclusion

"Prevention Is Better Than Cure"

One who use social media, they must carefully weigh the positives and the negatives before engaging more in social media. But for the economic development, Social Media is the most powerful weapon and communicate in very effective manner in the world. So we must aware about the social media and engage a social media in a proper way and lead success in the economic development.

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