



SOCIAL MEDIA AND CYBER WELLNESS

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Abstract- Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to market products, promote brands, and connect to current customers and foster new business. Social media analytics is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions. The most common use of social media analytics is to mine customer sentiment to support marketing and customer service activities. Cyber Wellness refers to the positive well-being of internet users. It involves an understanding of the norms of appropriate, responsible behaviour with regard to technology use as well as knowledge, skills, values and attitudes on how to protect oneself and other internet users in the cyber world. It looks into the positive physical and psychosocial well-being of students in their use of mobile and internet technologies.

Keywords : Cyber, Technology, Learning,

INTRODUCTION:

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to market products, promote brands, connect to current customers and foster new business. Social media analytics is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions. The most common use of social media analytics is to mine customer sentiment to support marketing and customer service activities.

Cyber Wellness refers to the positive well-being of internet users. It involves an understanding of the norms of appropriate, responsible behaviour with regard to technology use as well as knowledge, skills, values and attitudes on how to protect oneself and other internet users in the cyber world. It looks into the positive physical and psychosocial well-being of students in their use of mobile and internet technologies.

OBJECTIVES:

- To identify different uses of social media.
- To enlighten the needs of cyber wellness.

COMPONENTS OF SOCIAL MEDIA:

Social media marketing (SMM) takes advantage of social networking to help a company increase brand exposure and broaden customer reach. The goal is usually to create content compelling enough that users will share it with their social networks.

One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: by adding social media links to content such as RSS feeds and sharing buttons, or by promoting activity through social media via status updates, tweets, or blog posts.

Social CRM (customer relationship marketing) can be a very powerful business tool. For example, establishing a Facebook page allows people who like your brand and the way you conduct business to Like your page, which creates a venue for communication, marketing and networking. Through social media sites, you can follow conversations about your brand for real-time market data and feedback. From the customer's perspective, social media makes it easy to tell a company and everyone else about their experiences with that company -- whether those experiences are good or bad. The business can also respond very quickly to both positive and negative feedback, attend to customer problems and maintain, regain or rebuild customer confidence. Enterprise social networking allows a company to connect individuals who share similar business interests or activities. Internally, social tools can help employees access information and resources they need to work together effectively and solve business problems. Externally, public social media platforms help an organization stay close to their customers and make it easier to conduct research that they can use to improve business processes and operations.

Social media is also often used for crowd sourcing. Customers can use social networking sites to offer ideas for future products or tweaks to current ones. In IT projects, crowd sourcing usually involves engaging and blending business and IT services from a mix of internal and external providers, sometimes with input from customers and/or the general public.

On the other hand, the integration of social media in the business world can also pose challenges. Social media policies are designed to set expectations for appropriate behavior and ensure that an employee's posts will not expose the company to legal problems or public embarrassment. Such policies include directives for when an employee should identify himself as a representative of the company on a social networking website, as well as rules for what types of information can be shared.

1. Twitter. Perhaps the simplest of all social media platforms, Twitter also just happens to be one of the most fun and interesting. Messages are limited to 140 characters or less, but that's more than enough to post a link, share an image, or even trade thoughts with your favorite celebrity or influencer. Twitter's interface is easy to learn and use, and setting up a new profile only takes minutes.

2. Facebook. Considered to be synonymous with "social media" by some, Facebook is the one site where you're likely to find friends, colleagues, and relatives all floating around. Although Facebook is mainly centered around sharing photos, links, and quick thoughts of a personal nature, individuals can also show their support to brands or organizations by becoming fans.

3. LinkedIn. One of the only mainstream social media sites that's actually geared towards business, LinkedIn is to cyberspace what networking groups once were to local business communities. It's great for meeting customers, getting in touch with vendors, recruiting new employees, and keeping up with the latest in business or industry news. If it matters to your company or career, you can probably do it on LinkedIn.

4. Xing. Another professional networking and recruitment site, Xing has the global presence and focus that LinkedIn lacks. Although it can be mistaken for a job search portal, the site actually has a number of features and communities that make it easy to develop relationships with suppliers, colleagues and even thought leaders within industry.

5. Renren. Literally translating into "everyone's website," Renren is China's largest social platform. Hugely popular with the younger crowd, it works in a way similar to Facebook, allowing users to share quick thoughts, update their moods, connect with others, and add posts or ideas to a blog-like stream.

6. Google+. Social media's big up-and-comer has really arrived over the past few years. By combining the best of Facebook and Twitter into one site -- and backing it by the power of the world's largest search engine, Google has given users a social site that has a little something for everyone. You can add new content, highlight topics with hashtags, and even separate contacts into circles. And, a G+ profile only takes a few minutes to get set up.

7. Disqus. Disqus isn't actually a social media platform so much as a social engagement platform, but it can definitely help you improve your social engagement. As a tool for commenting, managing feedback on your own website (or other Disqus-enabled websites), and managing spam/troll type messages, it's invaluable. Advanced features allow for social monitoring and upvoting.

8. LinkedIn Pulse. Even though Pulse is technically a part of LinkedIn, it's big and important enough to deserve its own entry. Serving as something between a blog and "best of" outlet, it's the perfect medium sharing new ideas and keeping up on the thought leaders in your industry.

9. Snapchat. This surprisingly-addictive app gives you the ability to take a picture, add art and text if you'd like, and then send it to recipients for a set amount of time (after which the photo will delete itself and be removed from the company's servers). Lots of fun, and potentially a good way to stay in touch with friends.

10. Tumblr. This platform is different from many others in that it essentially hosts microblogs for its users. Individuals and companies, in turn, can fill their blogs with multimedia (like images and short video clips). The fast-paced nature of Tumblr makes it ideal for memes, GIF's, and other forms of fun or viral content.

11. Pinterest. Serving as a giant virtual idea and inspiration board, Pinterest has made a huge impact on social media in the last few years. Especially popular with women and the do-it-yourself crowd, it lets you share pictures, creative thoughts, or (especially) before-and-after pictures of projects that others can pin, save, or duplicate.

12. Twoo. This Belgian social network site is geared for the 25 and under crowd all over the world. Alongside normal social features like posts, updates, and photo sharing, it also boasts online games and chat features that make it popular with younger users who want to stay entertained while connecting with each other.

13. MyMFB. Created as a Muslim alternative to Facebook (it was previously called MillatFacebook), this site aims to connect the faith's 1.5+ billion followers into a single social platform. While that might sound ambitious, it's growing quickly and offers many of the same post, update, and sharing features as the original Facebook, and is already immensely popular in some parts of the world.

14. YouTube. As a video sharing service, YouTube has become so popular that its catalog of billions and billions of videos has become known as "the world's second-largest search engine" in some circles. The site has everything from first-person product reviews to promotional clips and "how-to" instruction on virtually any topic or discipline. Users have the ability to share, rate, and comment on what they see.

15. Instagram. If you're looking for a quick, convenient connection between the camera feature on your smart phone and all your social profiles, then Instagram is the answer. Not only will allow you to share via Twitter, Facebook, and the Instagram website, you can choose from a variety of photo filters and invite friends to comment on your photos or ideas.

16. Vine. This site offers users the chance to share and view brief video clips. While that theoretically offers a virtually endless range of uses, most of Vine's content is entertainment-focused, with a heavy preference towards "viral" and "meme" clips that are easy to share.

17. Whats App. The Whats App concept is simple: send text-style messages to anyone else using the platform, but without paying data charges. That straightforward idea has already gathered more than 700 million fans, making the app the world's most popular messaging platform.

CONCLUSION

According to economic times the following are results since 2013-16. Demonetisation is the talk of the town on social media, accounting for six out of top 10 trending topics between November 8-24, and the digital world seems to be leaning in favour of the move, says a survey. A mood mapping survey conducted by global marketing communications agency Maxus and shared with ET showed that '#IamwithModi' and '#Modi' made up for 19% of the conversations within top 10 trending topics on Twitter and Instagram. "The digital world is leaning towards demonetisation. A total of 1,377 URLs of social media websites/webpages were blocked during 2013-16 under the section 69A of IT Act, Parliament was informed today. "A total of 1,377 URLs of social media websites/webpages were blocked in 2013, 2014, 2015 and 2016 (upto October 30, 2016) under section 69A through the Committee constituted under the Rules therein," Minister of State for Electronics and IT P P Chaudhary said in a written reply to the Lok Sabha. The Information Technology (IT) Act, 2000.

Concerned over the use of cyberspace and social media for radicalization and recruitment of Indian youth by terrorist outfits like the Islamic State, the Home Ministry has appointed former IPS officer Ashok Prasad as adviser on cyber and social media. Prasad had retired as Secretary (Internal Security) in the Home Ministry this January. Earlier, he had a long stint in the Intelligence Bureau. Sources said Prasad will help the Home Ministry adopt a strategy to track and counter radical. Thus social media has become an important module through cyber society.

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