

Social Media in PR

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Abstract

The aim of this study is to investigate and discuss the reality of the usage & influence of Social Media in organizations in the United Arab Emirates, focused study is to identify the status of studies and research in the functions of Social Media in institutions, and to identify the background of Social Media in organizations. Questionnaires have been implemented by 76 employees in the various bodies and institutions mentioned above in Abu Dhabi and Al Ain . Researchers find that organizations or companies that simply use Facebook to broadcast offers or post to advertise don't have the similar demand as those that engage customers and asking them for their opinion.

Key words: Advantages; Disadvantages of social media; Team work; Functions of Social Media

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INTRODUCTION

Social media is when people with common interest's form groups on the internet in which they can associate with others of the same shared interests. Instead of socializing about common interests in person, it is actually more popular in the present day and many people use a various number of means for this, such as Facebook, Twitter, YouTube, Google Plus and other forms such sites. The

basic and most logical reasoning for this is that the internet has potentially millions of users that we can communicate with about common interests, speak to, meet with, talk about our lives with or about certain topics of interests, etc.. It is because of this possibility that we may not have much of if we just met people in our vicinity which makes social networking such an attractive proposition (Howard, 2011).

Social media networking allow people or organizations to create new relationships and reconnect with other organizations companies, and friends. Increased communication, even online, strengthens relationships also help to improve the services or profit of organizations (Thompson, 2006; Al-Jenaibi, 2011).

1. THE GROWTH OF PUBLIC RELATIONS

Since social media outlets have boomed in the past few years to an astonishing rate, where sites such as FaceBook have as much as half a billion user's worldwide, companies saw how little effect the traditional media outlets were in respect to attracting the younger people's attention. Companies therefore were faced with a challenge of how to use social media in order to boost their public relations image (Romo & Smith, 2010, Al-Jenaibi, 2011).

2. THE FUTURE OF THE SOCIAL MEDIA

Benefits of using transferable social of the Internet even satisfy the negative aspects over next decade according to the experts who responded to survey on the future Internet. Speak, because networks and email the social and provides of other opportunities Internet tools "low friction 'to build and the promotion and rediscover social relations that make all the difference the lives of people the traditional Internet lowering the cost of communications constraints and geography, time, and it helps kind of open

exchange of information which combines the people together as we live in time of an amazing (Al-Jenaibi, 2014). The communications of social media depend that was unimaginable just a few contracts ago. We read a lot of accelerating pace of innovation, nowadays it is the most clearer than it was in the world of communications (Galarneau, 2011).

3. SOCIAL MEDIA KIT

In the end of several years, the use of Facebook, Twitter, YouTube and additional social media kit to broadcast health messages has grown-up extensively, and continue to trend increasing. Using social media tools has grown to be an effective way to expand the reach, foster commitment and increase access to believable, science-based health messages. Social media and other budding communication technologies can attach millions of voice to:

- Increase the timely broadcasting and possible impact of health and safety information.
- Personalize and support health messages that can be more easily modified or targeted to exact audiences.
- Leverage audience networks to facilitate information sharing
- Help interactive communication, connection and public engagement.
- Allow people to make healthier and safer decisions.
- Expand reach to include broader, more diverse audiences (Gajjala, 2007; Al-Jenaibi, 2010).

Integrating social media into health communication campaign and actions allows health communicators to influence social dynamics and networks to support participation, conversation and community, all of which be able to assist increase key messages and power health decision making. Social media also helps to get to people when, where and how they want to get health messages; it improves the accessibility of content and may power fulfillment and belief in the health messages delivered. Likewise, tapping into personal networks and presenting information in multiple formats, spaces, and source helps to make messages more believable and valuable (Boyd, 2008).

The use of social networking sites continues to grow. Sites are used by millions of people every day to interact and engage with other users, to share content and to learn. Social networking sites provide an immediate and personal way to deliver program, products and information. The most popular social networking site is Facebook, which has over 750 million users. The average user creates 90 pieces of content every month, and 50% of active users log on to the site on any given day (Facebook, 2011). Other popular sites include LinkedIn, MySpace and Foursquare. There are also several niche social networking sites that target audiences, such as moms and physicians,

or address topics such as travel and health issues (Kumar, Novak, & Tomkins, 2006).

3.1 Who Uses Social Networking Sites?

There has been an incredible growth in social networking site use while 2008. According to a 2011 Pew Internet surveys, almost 50% of adults or 59% of internet users, use at least one social networking site. This is up from 26% of adults or 34% of internet users in 2008. There has been a pronounced increase in social networking site use among those over 35. Due to this increase, the average age of adult social networking site users has shifted from 33 in 2008 to 38 in 2010. Close to 92% of social network participants use Facebook (Hampton, Goulet, Rainie, & Purcell, 2011).

3.2 Facebook Best Practices

The information below is an impression of Facebook Best practice An supplementary resource, available to obtain guidance covering detailed recommendation and best practices, can be ...

(a) To become well-known with other Facebook sites. There are a number of public health-related social network sites available with different targets, purposes and function. Visiting other sites will help gain an understanding of the participant, the culture and the functionality.

It is important to reminder the difference between a Facebook page and an individual Facebook profile. Facebook pages are used by organizations and businesses while Facebook profiles are for individuals. Not like profiles, pages are moderated by page administrators who logon to post content or monitor comments and they do not receive notifications when users take action

(b) To provide engaging posts and communication material on the site. Including videos, quizzes, widgets, games, applications, images and other materials to actively and repeatedly engage users.

(c) To consider the overall communications strategy and objectives. Before induction of a page, make sure social networking activities mesh with the overall communication strategy and objectives. Once a aim audience has been recognized, it is essential to decide if using a social networking site such as Facebook is a suitable channel. Facebook is a public platform and, in most cases, reaches the general public. Specially targeted Facebook pages can be urbanized to address healthcare providers, public health professionals and others. CDC Parents are the Key to Safe Teen Drivers is an example of a Facebook page that targets parents of teenagers.

(d) To be considerate about resources. Ensure that adequate resources (time and staff) are available to support the ongoing maintenance of the page in order to keep content fresh and fans engaged.

(e) To save and store notes. Grow a system to archive comments.

(f) To develop a promotion plan. Establish a promotion plan before launching the page; support fans to share and cross-promote using other social media channels and web pages (Hampton, Goulet, Rainie & Purcell, 2011).

Social Media kit is all-in-one.

Videos, pictures, tweets, comments, reviews, and syndicated content make brand disintegration and contaminate your message. Social Media Kit consolidates these channels into a single branded website, while running in a strategic manner to leverage tactical benefits within each group of people and platform.

This means a lot, but the simple reality is that it maximizes how onsite and offsite content about your brand can strengthen your overall net presence. This means higher rankings on look for engines, better accepting of your competitive marketplace, and insight to how your business can take benefit of digital chances (Heer & Boyd, 2005).

4. THE ADVANTAGES AND DISADVANTAGES OF THE SOCIAL MEDIA IN PR

There is No doubt that Social networking is modern invention that has the Internet still the edge of seat due to its popularity with the people. This happened because of the support of people (Al-Jenaibi, 2013). Bring every type of a social group together in the one place and allow them to interact is really a big thing. There are many about advantages and disadvantages of social media networks, and what it can do for us or for organizations and institutions. Researcher selects the important points of advantages and disadvantages of social media networks. (The Advantages and Disadvantages of Social Networking, 2011)

4.1 The Positive

4.1.1 Low-Cost

PR department has to communicate or be contact with customers by an effective and inexpensive way for that social media it is cheaper than use of social networks website for personal and commercial use both because most It is free to in the habit. While a person the use of fairly simple for anyone, and reduction of the functions works by the many people (Stamoulis, 2010).

On the social networking site you can scout potential customers target markets with only few of clicks and key strokes as well as increase advertising the promotion strategies for you (Al-Jenaibi, 2014). It let the organization know the likes and dislikes, which are the enormous. If a company would to improve it business then that is the technique to go, whether on a budget or not (Tribby, 2010)

Traditional media might be extremely expensive, in particular for small businesses. In contrast, most social

media platforms are totally free to use, the cost only to businesses in the time which is spent on updating profiles and interacting with customers or contacts.

The low price of access to the social media makes it particularly helpful to small businesses which often find the costs associated with traditional media high-priced.

Organizations or institutions can use social media to create and distribute promotional material, such as articles, audio and videos to save the money but, in traditional media it would high cost for this content to appear in the press.eg on the radio or on TV (Salcido, 2011).

4.1.2 Builds Credibility

Without you can have the confidence of customer, if you have the ability to communicate with them both at the personal level and professional level. Although doing some work, it definitely pays off as you offer could be exploited if there someone waiting for the wind of the products or services. As long as you do not over pursue them they, will do well here (Quinn, 2010).

Social media is also a fantastic way for Public Relation Department to gather information about wants or desires of organization's customers, and to deal with any business troubles that may be encountering. Advertising Social media is the most effective way to defend, establish, and increase organizations or institutions credibility (Tribby, 2010).

4.1.3 Interesting Links

There potential in the situation is common. Using the social networking site by PR department, doing anything they can to get in contact with their customers to create a network of contacts .For example, when the company or organization have a new product or new information just they posted in these social media networking with some links to clarify what they posted, that can give the strength for companies or institutions if the PR department of those institutions know what to do. As long that PR department gives and receives responses, and then it is most likely stick with institutions or organizations. These contacts are certainly valuable in the long run (Salcido, 2011)

4.2 The Negatives

4.2.1 Shortage of Anonymization

You are extinguishing information on your name, location age and gender and type other many of the information that can not wish to tell others. That a lot of people say that to be cautious, but does not one could be certain at any time. As long as the people could know precisely who you are, then it can find some of the ways to do you to access (The Advantages and Disadvantages of Social Networking, 2011).

4.2.2 The Tricks and Harassed

There is a risk of the lack of security in the context of the personal and commercial alike. As Many websites the application of specific measures to keep any of these instances from harassment cybercrime stalking, online

scams, identity theft to an absolute minimum, you may still not know (Young, 2010)

4.2.3 Waste of Time

If that is not your type of thing, which would be just a time consuming for you. The key to social media is to have fun, whether you do it for kicks or click around for the business purposes. It should be understood able enough for one, but there were some people who never see the point. For them, it might be a disadvantage. Now there was nothing to really think about. Nothing is without blemish, but that for this kind of network must not truly be that much concern about your safety. As long as go along without committing huge mistakes, it is good enough. You can to take advantage of this phenomenon which remains online to this day (Norton, 2011).

5. WHY DID YOU DECIDE THIS ISSUE

We choose this subject because of social media is usually will focus more on social networking in public relations that is very popular among most of people and how could Corporate or an individual that can be helpful for propaganda networks and the brand development. Additionally, a lot of the workshops and the social media going into greater depth on the use of other forms of social media for various purposes, like how to use the blog to generating lead sand to involve customers in the conversation or even using the social media for the identification and recruitment of new staff (Edited, 2011).

6. OBJECTIVE

Nowadays people do not have the choice but to be different from yourself than your competition that you have a product exclusive. Otherwise you are obliged to fight a losing battle of competing for the cheapest prices and the fastest shipping. In this case, the social media that would play a very helpful role in providing you the opportunity the online business. That is why social networking websites like Face book, MySpace, and LinkedIn have become very popular. And social media is about the sharing of your experience, photos and video, and you may even mark your friends. You work with your twitter with all of the Face book and MySpace and your friends comment on your tweets. You can create fan pages or groups to promote the brands and the activities that you like or really advocate. You can also do much work on the Internet with the help of the social media (Wandschneider, 2011).

7. HOW BUILD THE PROJECT

To illustrate the importance of Social Media in organizations, this study looking at the reality of the usage of Social Media in organization in the United Arab

Emirates, research and studies of municipalities and public service institutions, banks and financial institutions, airports, transport, police, security, health institutions, hospitals, journalism and educational institutions.

The aim of this study is to investigate and discuss the reality of the usage & influence of Social Media in organizations in the United Arab Emirates, focused study is to identify the status of studies and research in the functions of Social Media in institutions, and to identify the background of Social Media in organizations in conducting research and studies through the places, which covered four areas: Municipalities and service organizations (Al Ain) Municipality in Dubai + Court in Al Ain+ Court of Dubai + Dubai Water & Electricity Authority (DEWA) + Zayed Higher Organization for Humanitarian Care, Special Needs + UAE Red Crescent - health institutions and hospitals (Towam Hospital + Health Authority in Al Ain + Khalifah Hospital in Abu Dhabi - Rashid Hospital+ Al Wasel Hospital (Dubai) - Al Fuaa Company + UAEU-CO-CP in Al Ain- Twofure54 in Abu Dhabi Al-Bayan Newspaper+ Al Wasel Club + Loidez Bank (Dubai) - the security and police (General Directorate of Abu Dhabi Police) -educational institutions (UAEU University).

Used in the research and study questionnaires system, because it is one of the cheapest ways to collect data on a particular topic by a large segment of people and through this data could be the work of an analytical study on the subject also The researcher choose questionnaire for many reasons, first, it is quick and easy to do. Second, it is easy to analyze. Third it is easy to send it by email (Milne, 1999).

Questionnaires have been implemented by 76 employees in the various bodies and institutions mentioned above in Abu Dhabi and Al Ain, by 46 Female represent (60%), and 30 Male (40%). The majority of staff has a bachelor degree by 44 people, and 15 people have the General Certificate of Secondary Education, 11 people have Diplomat & 4 have Master degree. Between the ages of 20-30 years 46 people represent (60%), (30-40 years) 23 people and over 40 years 8 people they represent (10%). Questionnaire consists of 8 closed questions & 6 Open ended questions focused on Social Media in organizations in general somewhat, and research and studies in particular, and ask for suggestions and recommendations to improve the role of Social Media in the bodies and institutions.

These are examples of questions:

(a) How many hours that Public Relation employees spend in Social Media?

(b) Do you think Social Media like (YouTube, Face book) became very important part on PR?

(c) Is there any feedback from your customers in Social Media?

(d) Do you use social media in Public Relations?

Nowadays social networks are very important, regarding to Jiyan Wei, product manager at PR Web, an online press release marketing service, it is better to use social networks in PR than personal press releases, He has formed a group on Facebook for PR Web that includes journalists, bloggers, and others in the media industry who use PR Web as one of their sources for information. People are improving and PR must improve to have better communication. (How to Use Social Networking Sites for Marketing and PR, 2008)

(e) Which kind of social media you use?

(f) How many hours that public relation employees spend in social media?

Social networking now eats up twice as much of our online time as any other activity. According to new stats from Nielsen, sites like Facebook and Twitter now account for 22.7% of time spent on the web; the next closest activity is online games, which make up 10.2%.

The stats also show the degree to which social networking is displacing other forms of communication, with e-mail as a percentage of online time plunging from 11.5% to 8.3% from June 2009 to June 2010. Instant messaging also saw a significant drop in share, with a 15% decline from last year (Ostrow, 2010).

(g) Is there any feedback from your customers in social media?

Here are best way for organizations or companies have managed to use that users from social media to their benefit:

Target's bait and switch: For example, in Facebook with more than 660,000 fans, Target has a great pool of customers to draw from. The company or organization capitalized by engaging its customers to promote its services or products. For example: Last year in November, Target posted some of its holiday advertisement on Facebook, asking customers to give feedback. The chat turned into a major thread with hundreds of consumers exchanging opinions. About one point, purpose reps popped in and added a comment to let customers know it was donating 5% from price of any Hasbro game to charity every time someone bought. Also the system of Facebook is set up, every customer who posted to that topic was sent an automatic e-mail, orientation them to Target's comment. It gave Target freedom, immediate contact to some of good customers. Therefore, any organization or company can use the same strategy. In other words, organizations or companies that simply use Facebook to broadcast offers or post to advertise don't have the similar demand as those that engage customers and asking them for their opinions. The ability to exchange of ideas or seek feedback empowers customers, and makes them feel such as an important part of the company's processes.

(h) What importance of social media in your work ?

This graph shows the importance of Social media in your work. First the most of employee say that the social

media in the work in very important with more than 42%, then they select important and it takes less than 37%, and the lasts was for not important with approximately 26%. The importance of social media is to focus on the structure of relationships, range from casual acquaintance to close bonds. Social media analysis assumes that relationships are essential. It maps and measures official and informal relationships to know what facilitates or impede the knowledge flows that bind interacting units, viz., who knows whom, and who shares what in order and knowledge with whom by what communication media e.g., data and information, voice, or video communications (Heer & boyd, 2005).

(i) Does an employee get training courses about social media?

In this chart shows how do employee get training courses about social media. First, as we see must of employee do not take training courses to understand and using social media in their organizations or even could be in there life and it take more than 40%, then approximately 36% employee in organizations and departments have courses to improve social media skills, and the lasts is sometimes that employee have curses to learn with more approximately 25%. Social media use is now such a mechanical and frequent part of our day-to-day actions that it can be tough to understand the importance and necessity of social media preparation within your organization. But personal social media use is relatively different from social media use for business purposes, and as you integrate more teams into your larger social strategy, it's your responsibility to get everyone involved on the same page (Paolillo & Wright, 2005).

(j) Does employees of PR use smart phones like (BlackBerry) to browse social media?

In this chart shows the amount of PR employee's use smart phones like (BlackBerry) to look around Social Media. First the biggest rate with approximately 50% that they do not use smart phones. Then around 45% PR employee's use these phones to browse Social Media. And the lasts browsing Social Media by smart phone could be some times with 25%. Technology is having a massive impact on public relations. From latest social media application and online tools, services and products to wise applications such as monitoring, research and online newsrooms (Allen & Jackson, 1995).

(k) When do you start using social media?

To Clarify the chart above, it showed the time period of using Social Media, more than 45% of companies using social media since more than three years and with about 30% using social media from one year ago. Finally, around 20% of organizations and companies use social media from two years (Toit, 2011).

(l) Do you think social media like (YouTube, Face book) became very important part on PR?

This chart shows how is the important of social media in P.R section. Firs, the Public relations staff believes

that the social media has become very important in this section with more than 60%. And the other part of the questionnaire shows that the social media may be important sometimes with around 22%. And at least shows that the new connection has no importance and approximate percentage of 10%. It's important to have a new media strategy attached to your new media tactics or you'll find yourself running around in circles and left with a sense that all this online networking stuff is a big fat waste of time. Networking has always been an important marketing skill and online networking bares some similarities with a set of power tools. A lot has been publicized about social networks used by teens and dating services, but it's the application of the tools that you need to focus on to understand the business value of participating in a network such as Facebook (Wilcox, Ault, Agee, & Cameron, 2002).

(m) How would you rate the tools of Social Media that you use in PR?

This diagram shows whether the new media used by the public relations department are comfortable or uncomfortable. The percentage of staff comfort with public relations department using of social media up to 80%. As for the staff who feels dissatisfaction has reached a proportion of approximately 20%.

(n) Answers of open questions

Table 1
XXXX

Disadvantages social media	Advantages of social media
<ul style="list-style-type: none"> - no privatization - Lack of control in those locations 	<ul style="list-style-type: none"> - Very useful in connecting the objectives of institution for the largest possible segment - An inexpensive way to communicate and save time and effort - Access to various categories of members of the community - Strengthening the links with the staff

Overview about social media in your opinion?

- * Helps to provide many tools and services in Arabic
- * Service aimed at young people in events and campaigns
- * Sophisticated modern network serving a large segment of society
- * An excellent means of communication, learning, and exchange views
- * Contributed to change many things in the field of public relations
- * Is one of the most important parts of the public relations

DISCUSSION

With short time, we have made the social media in a large a splash. Maybe the most important indicator of the importance of social media is its effect "the landscape and traditional media. The symbiotic relationship between the two is clear more and more. While still a social media for borrowing from the latest headlines,

- (o) Why we use social media & what is the goal?
 - * Communication and access to information
 - * Communicate to the largest slide in the targeted community
 - * Useful information and well
 - * Achievement of social networking and the establishment of social relations
 - * Identify customs and traditions in communities
 - * Removal of barriers between the public and departments and institutions
- (p) Problems that you facing in social media?
 - * Credibility and the lack of a culture of communication
 - * Lack of experience in dealing with other nationalities
 - * New to the old generation and use many of the young
 - * Deliver information in an easy and correct
 - * There are no clear responses
 - * Slow speed of response
 - * The large number of news that no credible
- (q) Solutions for problems of social media?
 - * Educating the user of social networks
 - * Develop the communication skills of staff
 - * Compliance with customs and traditions and style building in the dialogue

journalists, newspaper now blogs their own and views the screenshots.

The social media changed world of media significantly unlike any other medium. With its viral and non-formal and revised mat, it will not stop growing and change and new opportunities for both the PR and traditional journalists. The integration of social media in the media scene generally represents new challenge for PR professionals. Vocus has developed its customers to be in the forefront this new technology by providing them tools they need to understand the interact with the social media. It will help to improve the PR Vocus your through the integration of social media, and ensuring the success of your the efforts of professional of Public Relations in a scene today and the new media (Optimizing Your Public Relations With Social Media, 2011).

CONCLUSION

Communication is something that we must do in our life. It will be hard for us to live life without any friends yet

employers work mates etc.. Actually it would be nearly impossible. We can control over how a lot of friends we have, but there is always that small core of people that you know you will return to that you can trust them and you know about them. That the more fundamental and more successfully / will be glad in my opinion. As in the case of the world of the Internet, and more active and open you to the people and greater names will make it. (Allen, 2011).

If there is one fixed in the digital media, its change? "Every 12 to 18-month expansion of the scene". It seems that the new channel to join existing and a more mature form that began distributed on the horizon just a few months before.

For example, we see that the blog in 2005 was the most important center of the emerging effect. A year later, also sought millions began to download videos from YouTube, a site that did not exist until late 2005. Finally, by the year 2007, the traditional media fully embraced these channels. The New York Times and as of this writing has more than 50 blogs, and support all the comments. In the meantime, the Internet is not stopping to grow with new and powerful centers of power, like as Facebook and Twitter, has been seen significant growth (Bernoff & Bubley, 2008).

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