Social Media Marketing

Unit-3 Social Media Content Sharing, Bookmarking and Approaches

-Nickesh Paudel

Sharing Content on Social Media

Sharing content on social media refers to the process of distributing or publishing various forms of digital content—such as text, images, videos, and links—on platforms like Facebook, Instagram, LinkedIn, X (Twitter), etc.

The goal is to **inform**, **engage**, **educate**, or **entertain** a target audience.

Types of Content

Text Posts: These include written updates, opinions, or thoughts.

Example: A BBA student shares their opinion on a recent budget speech or posts a quote from a business leader like Elon Musk.

Images & Infographics: Visual content that conveys information quickly and effectively.

Example: Posting an infographic about the Marketing Mix (4Ps) or a pie chart showing market segmentation data.

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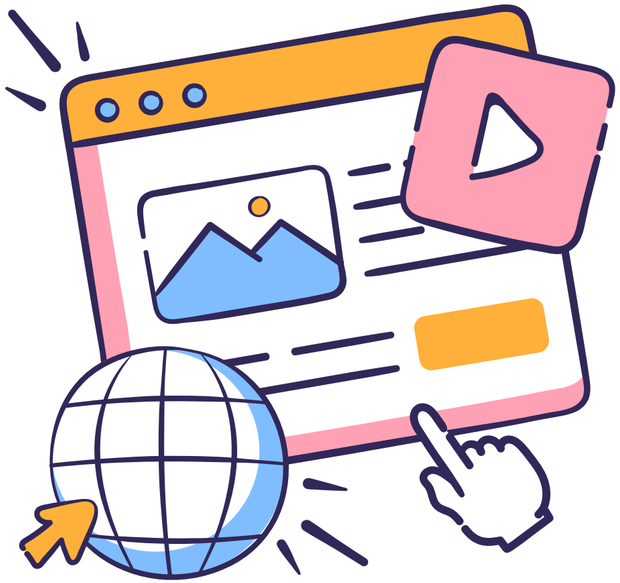
Sharing Content on Social Media

Videos: Short or long-form videos like tutorials, event highlights, or educational clips.

Example: A student creates a 60-second reel explaining SWOT Analysis or presents their college project.

Links: Sharing useful web resources like blog posts, YouTube videos, academic articles, or product pages.

Example: Sharing a Harvard Business Review article related to marketing strategies for startups.



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Sharing Content on Social Media

Purpose of Sharing Content:

1. To Educate: Sharing useful knowledge or concepts.

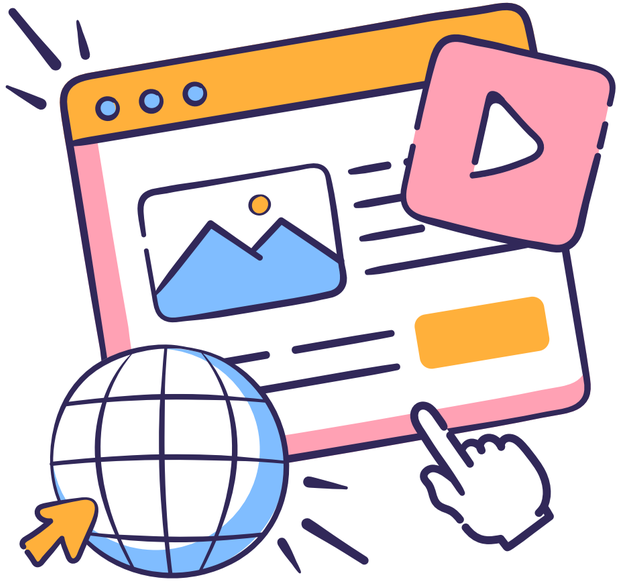
Example: Posting a visual guide to “How to write a Business Plan.”

2. To Promote: Promoting personal brands, student events, college fests, or start-ups.

Example: Sharing a poster for a student-led entrepreneurship seminar.

3. To Engage: Encouraging interaction from others (likes, comments, shares).

Example: Asking, “Which business strategy do you think is more effective—Cost Leadership or Differentiation?”



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Sharing Content on Social Media

Best Practices for Sharing Content:

1. Use Platform-Specific Formats:

Tailor your content according to the platform.

- **Instagram**: Focus on visuals (reels, stories)
- **LinkedIn**: Professional tone and detailed write-ups
- **Twitter/X**: Short, sharp updates or threads

2. Know Your Audience:

Understand who you're creating content for—peers, professors, recruiters, etc.

Example: Content for classmates may be informal, while for LinkedIn, it's more polished.

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Sharing Content on Social Media

Best Practices for Sharing Content:

3. Maintain Consistency and Quality

Post regularly but focus on meaningful, error-free content.

Example: Weekly tips on business communication or startup insights.

4. Use Hashtags and Tags Wisely

Helps in expanding reach and visibility.

Example: Use #BBATips or #MarketingStrategy when posting project insights or academic tips.

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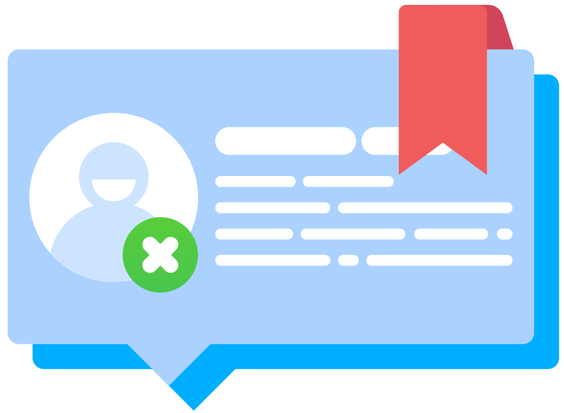
Social Bookmarking Websites

Social bookmarking refers to the online practice of **saving**, **organizing**, and **managing web links** (bookmarks) to useful or interesting content, which can be shared publicly or privately. These platforms allow users to **tag**, **categorize**, and **search** for content saved by themselves or others.



In simpler terms: Just like you bookmark pages in a physical book to read again, social bookmarking helps you save useful web content to access later or share with others.

Purpose of Social Bookmarking:

1. Save and Categorize Useful Content: Helps students and marketers collect academic articles, case studies, tools, etc., in one place.

Example: A student saves digital marketing tutorials under a “Semester 5” tag.

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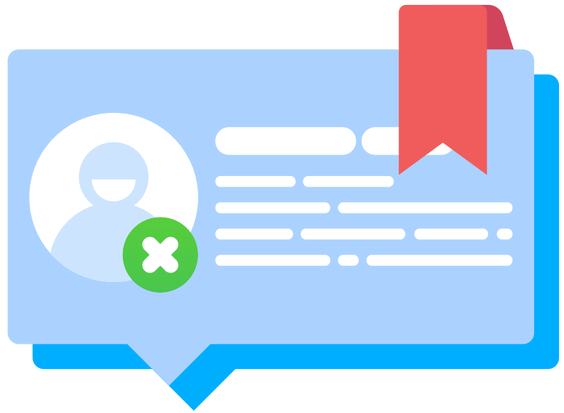
Social Bookmarking Websites

2. Increase Website Traffic and Visibility: When users bookmark and share a link, it can attract new readers.

Example: A blog on “Start-up Marketing” gets bookmarked and shared by hundreds, leading to more visitors.



3. Discover Quality Content: Social bookmarking platforms recommend popular or relevant content based on user interests.

Example: A student finds trending branding strategies by browsing tags like “#business” or “#socialmedia.”

4. Collaborative Learning & Networking: Users can follow others, explore saved content, and join topic-based communities.

Example: BBA students exploring what professionals and classmates are reading or sharing.

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Social Bookmarking Websites

Popular Social Bookmarking Platforms

1. Pinterest: A visual bookmarking platform where users pin images, infographics, or videos to categorized boards.

Best for design, marketing, branding, fashion, and lifestyle content.

Example: A BBA student creates a Pinterest board for “Advertising Campaign Ideas” and pins posters of Nike, Coca-Cola, etc.

2. Reddit: A community-driven platform where users submit and discuss links.

Each topic is organized into “subreddits” (e.g., r/marketing, r/startups).

Example: Students follow r/Entrepreneur for startup case studies and real-world founder advice.

Social Bookmarking Websites

Popular Social Bookmarking Platforms

3. Pocket: Allows users to save articles, videos, and web pages to read later—even offline.

Ideal for research, productivity, and time management.

Example: A student preparing for a class presentation saves a “Social Media ROI” article to read later in Pocket.

4. Mix (formerly StumbleUpon): Helps users discover new content based on interests and browsing habits.

Offers a “random discovery” feature which introduces unique articles or blogs.

Example: A student interested in digital marketing may discover a blog titled “Top 10 Viral Campaigns of 2024” while browsing Mix.

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Approaches to Social Media Marketing

Approaches to social media marketing are the **strategic methods businesses use to promote their brand, product, or service** on platforms like Facebook, Instagram, LinkedIn, YouTube, and others. Each approach is based on the **goal of the campaign**, the **target audience**, and the **available resources** (like time and budget).

Different Types of Social Media Marketing Approaches

1. Organic Marketing: This approach involves growing reach and engagement without paying for ads.

Focuses on authenticity, consistency, and natural growth.

Takes time but builds trust and loyal followers.

Example: A student club starts an Instagram page for a business quiz event. They post updates, stories, and use relevant hashtags. Friends and classmates share it—eventually it spreads across the college with no money spent on ads.

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Approaches to Social Media Marketing

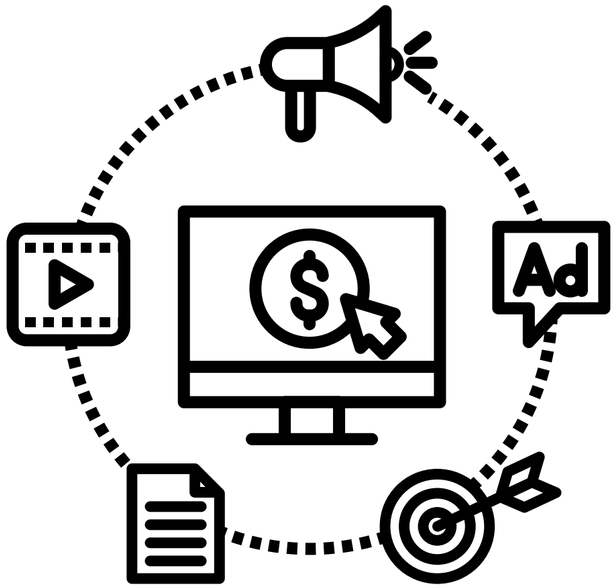
Different Types of Social Media Marketing Approaches

2. Paid Marketing: Involves using paid promotions like sponsored posts, video ads, and boosted content.

Helps reach specific target audiences based on age, location, interests, etc.

Works faster than organic marketing, but needs budget planning.

Example: You run a paid Facebook ad to promote your college fest. You set the ad to appear only to students aged 18–25 in your city. This way, your event reaches people outside your personal circle—including new potential attendees.



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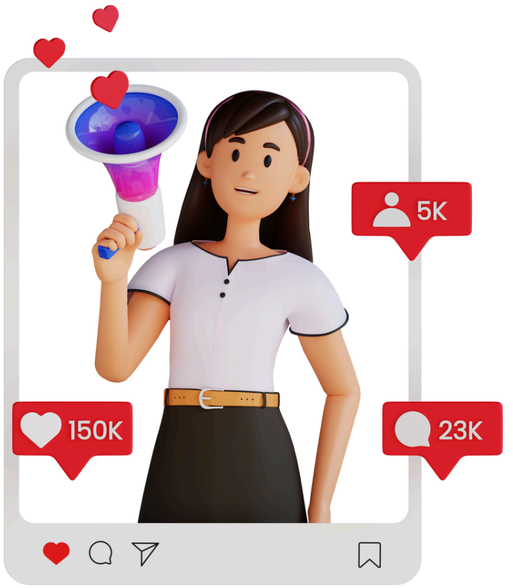
Approaches to Social Media Marketing

Different Types of Social Media Marketing Approaches

3. Influencer Marketing: Involves collaborating with influencers—people who have a large or niche following on platforms like TikTok, Instagram, or YouTube.



Useful to gain credibility and wider reach.

Influencers can be macro (big celebrities) or micro (small but engaged audiences).

Example: Your friend has 20k followers on TikTok and often posts startup tips. You collaborate with them to promote your student-led product launch, and they make a video review. Their followers now learn about your brand—trust builds fast.

4. Content-Driven Approach: Focus is on creating useful, informative, or entertaining content that provides value to the audience.

Builds long-term engagement and brand authority.

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Approaches to Social Media Marketing

Different Types of Social Media Marketing Approaches

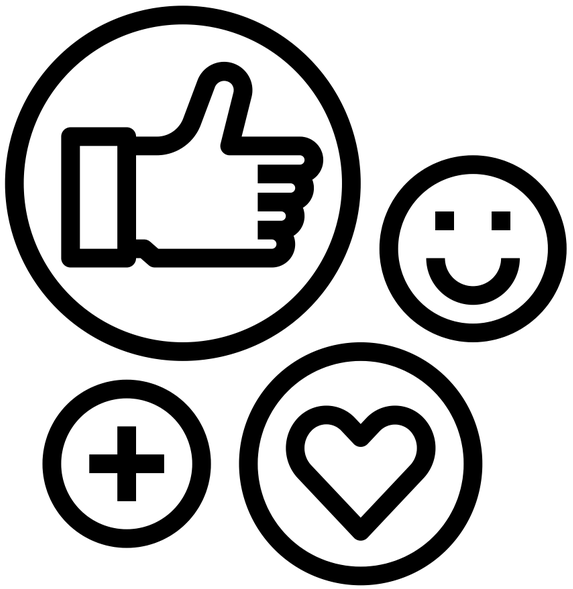
Content types: blogs, tutorials, carousel posts, infographics, videos.

Example: A student page posts weekly short case studies of failed marketing campaigns (e.g., Pepsi Kendall Jenner ad) and explains lessons learned. It educates followers, gets saved/shared, and builds a reputation for smart content.

5. Engagement-Focused Approach: Prioritizes interactive content that encourages likes, shares, comments, DMs, polls, and quizzes.

Improves algorithm reach and builds an active online community.

Example: In branding class, students create polls on Instagram like: “Which logo looks more modern—**A or B**?” This sparks discussion, people comment their thoughts, and the page grows through interaction and feedback.



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Pros and Cons of Social Media in Marketing

Social media has become a powerful tool for both individuals and businesses. Like any tool, it comes with advantages and disadvantages. Understanding both sides is essential for smart marketing decisions.

Pros of Social Media Marketing

1. Low Cost: Most social media platforms are free to use. Creating and sharing content requires little to no financial investment.

Example: A college club uses Canva (a free design tool) to make posters and shares them on Instagram. This helps them promote events without spending money on traditional print media.

2. Wider Reach: Social media helps reach a broad and diverse audience beyond your immediate circle—locally and globally.

Example: A student connects with industry professionals on LinkedIn and discovers internship opportunities posted by companies abroad or in major cities.

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Pros and Cons of Social Media in Marketing

Pros of Social Media Marketing

3. Real-Time Communication: Businesses and individuals can respond to queries, share updates, or handle problems instantly.

Example: During a college fest, FAQs (like ticket pricing or event timing) are answered live through Instagram DMs or stories, reducing confusion.

4. Brand Building: Social media helps build your personal brand or business identity through regular content, tone, and visuals.

Example: A BBA student interested in digital marketing starts a professional Instagram page where they share short tips, case studies, and projects—building a personal brand for future job prospects.

Pros and Cons of Social Media in Marketing

Cons of Social Media Marketing

1. Time-Consuming Regular content creation, responding to messages, and monitoring analytics can take significant time and effort.

Example: Handling a club's event page requires daily updates, story posts, and comment replies—which becomes stressful during exams or project weeks.

2. Negative Feedback Can Go Viral: Social media amplifies both praise and criticism. Negative reviews or feedback can spread quickly, damaging reputation.

Example: If a student event has poor management, attendees may post complaints or memes on Instagram or Twitter, hurting the image of the organizers.

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Pros and Cons of Social Media in Marketing

Cons of Social Media Marketing

3. Privacy Concerns: Personal data can be misused, leaked, or exposed due to over-sharing or platform vulnerabilities.

Example: A student shares their location, routine, or contact details publicly, which may lead to privacy risks like unwanted contact or data tracking.

4. Algorithm Dependence: The visibility of posts often depends on platform algorithms, which favor engagement (likes, comments, shares). Good content may go unnoticed if it doesn't perform well early.

Example: A well-designed college campaign poster may not appear in followers' feeds unless it receives enough engagement quickly—limiting its impact.

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Pros and Cons of Social Media in Marketing

Pros (Advantages)	Cons (Disadvantages)
Low or no cost for promotion	Time-consuming to manage regularly
Reaches a large and diverse audience easily	Negative comments can spread quickly
Real-time communication with users/customers	Privacy and data security risks
Helps build personal or business brand	Depends on algorithms—good posts may get ignored


THANK
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