

عنوان مقاله:

Social media management in the digital age

محل انتشار:

بیست و سومین کنفرانس بین المللی فناوری اطلاعات، کامپیوتر و مخابرات (سال: 1403)

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خلاصه مقاله:

Social media are websites and applications that allow their users to create and share content. Social networks are platforms that focus on communication. Individuals and businesses use these platforms to communicate with their loved ones and audiences. Other important goals in using social networks, in addition to communicating, are finding an audience for a business or personal brand and others. Social media management includes processes such as planning, creating, analyzing, and responding to content published in media systems such as Facebook, Instagram, and Twitter. The main goals of this process include improving and maintaining a brand's reputation and attracting new customers using online methods. Social media management is one of the most important principles in digital marketing and an effective way to develop a business. Social media management means that interaction with users in the field of business can be managed and this includes content management that you produce in order to attract your customers or contacts to use your products and services.

کلمات کلیدی:

.Social Media, Social Media Marketing, Social Media Management, digital Age

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