Remarks Management in Social Media an insight on optimal efficacy

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Abstract- **Revolution in digital media and the emergence of social networking sites in this era helping in building so many online communities of different age , gender , interest, education, business, culture. These communities are spreaded in various geographical areas of the world. Therefore to construct a community or group online involves engaging and interaction among the members on various things through the social network post or any article, image, video, text among user, exchange of these brings the comments among user. The response (remarks) from these all practices help in knowing audience and their interest and behavior through, like share and comment. Proper framing of post, threaded on non-threaded remarks platform,, building relationship using hash tags, image posting and many more. The proper use of these are helpful in gaining valuable customer insights, Increase brand awareness and loyalty ,Provide rich customer experiences, Increase website traffic and search ranking, competitors strategy and Build relationships.**

Index Terms- **Social Media, remarks, Digital, Relationships, groups**

INTRODUCTION

After the print and electronic media in the computer world , the web 2.o technology brought it another revolution in the digital revolution named Social media as the name itself contains it meaning which is a combination of two word social and media. social refers as the interaction among the person to share the information and the media refers as the instrument of sharing or communicating the information in both the way with the help of network lie internet ,while the traditional print and electronic were the one way communication between the transmission and reception, so it can be said that it is a web based communication platform or tool which enables the user or viewer to interact with each other for sharing information.

DEFINITION'S

Various Definitions are being emerged in time to time to give insight about the social media ,As per the Wikipedia it is a" computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks".

The oxford dictionary defines the social media in other way "Websites and applications that enable users to create and share content or to participate in social networking".

Business dictionary define s in a broader way "Primarily internet or cellular phone based applications and tools to share information among people. Social media includes popular networking websites, like Face book Twitter, Pinterest, LinkedIn, Tumbler , Drop box and instagram; as well as bookmarking sites like Reddit, Quora and News vine. It involves blogging and forums and any aspect of an interactive presence which allows individuals the ability to engage in conversations with one another, often as a discussion over a particular blog post, news article, or event".

In the recent days this media is offering a variety of services to attract the public domain in large numbers, since this medium has its own in built features and the availability of this feature to all produces various challenges in front of producer, developer ,user from technical point view and the most important is to manage all this in a proper way for the society, besides all the challenges of social, legal, political it has certain features which make it popular in society they are like uploading of audio, video and digital photos, text content during posting the image and photo, online, online chat about the post, whether you like , dislike and sharing the post in different groups to generate more content,

organization creates the self-service profile to increase awareness about product and service.

this media emerged from the web 2.0 technology in the late 2005-2006 when the orkut was initial started this chating funda among the user later on many players came and go .but the boom was took place when this is combined with smart technologies equipment like mobile, ipad, tablets and desktop computers with the help of internet. As soon as the net availability become user friendly and the telecom revolution took place the reach of social media also increases ,thus the acceptability of this medium at a very fast pace not only in public domain but also in other sectors. Internet revolution was mile stone for this sector , in India the social media played a great role in forming the BJP government not only in New Delhi but also in other states .The Prime minister of this Government made a remarkable move through its "tweet" to reach the every common Indian for its schemes

Internet provided a platform to interact so that various organsations, groups, communities, friends and individuals can discuss, create share the text, audio, video and modify the user content as per the need which was posted online. its become the key communication channel between the business societies, communities and even individual and this media changed the way communication is being made.

REMARKS MANAGEMENT

when the things are being made in front of the public media the perception varies from one point to another in different way, the age ,education ,experience plays a great role in making the comment, we find so many comments whether positive or negative, how you respond to any post , how you take the comments in which direction you want , therefore various strategies can be adopted for the positive things like increasing loyalty, image, retention and many more.

When the comments are being made ,they are being analysed   in this procedure   first step is to differentiate between the comments and the social enforcement, here   ,The term reinforce refers to create or generate huge response for a particular post, it is being done on regularly but it is never handled   properly this term can be categorized in four ways practically they are:

TYPE OF REMARKS

1. Constructive
2. Unconstructive
3. Punishment
4. Extinction

The constructive comment is also known as positive or praise or mainly known as Rewards for the post and the reverse one in known as unconstructive which is used as to know the behavior of a comment or or to reduce or decrease the behavior . third category is a punishment where some thing can be added to a comment and the last one and the fourth extinction when we want to extract some thing from the post or we want to remove something from it just to know the behavior , having the positive and negative about the post totally depends upon the nature of post and the situation. Negativity   works perfectly when the retribution is to be made irritation and dislike is the other aspects of negativity, positivity always not give the good result, it works only one both sides are positive .

REMARK SYSTEMS

Once any comment is being made , whatever be the type mentioned in above category, the comment system should be come in live to work on it because we would like to eliminate the spam comments, in practice there are people who want to leave spam as comments   in the post, therefore the registration or advance commenting system can reduce the spam.When we choose a Blog comment system(word press, blogger, Tumblr) , all have built in commenting component system settings with DRUPAL (default), it should be enabled. Therefore e it all depend upon the system you used , for which setting you do the configuration like registration of website ,email, name and many more…

The Remark system requires that the comment authors can make an account with one of the platform called Disqus via their registered mail or their social accounts like Linkedin, Facebook etc. after the account is created it can be used with any website with the Remark system of Disqus. This system provides strong moderation attributes, this system comes in the picture when comment is being made , specific user can be taged, when somebody like the comment direct intraction starts. Analysis of comment and commentor is available and much

more. Livefyre is another famous comment system which Encourages Continued Discussion on the blog like Disqus. Which Comment System Is Best for You is all depend upon the technology you work or your remark management system.

There are mainly two types of tools are available in the industry

- Self-service tools
- Enterprise tools

Self-service tools are most appropriate for tiny organizations and Enterprise is best suited for large organizations. As far as conversation is concerned in social networks or the participation ,at the same time managing this conversation in proper way is very critical , because this conversation only gives insight about the behavior about the customer. To manage this conversation various tools are being used ,few of them are being discussed below.

Self-service tools
Hoot Suite: It is one of the best tool available in the market used by thousands of users for their business in a efficient way ,so many features are available on dash board to manage the content automatically and saving the time This is helpful in scheduling updates and managing the task assigned to social media executives also used to post and reply content as per the convince , it can create and distribute post for whole week in just few minutes. its also monitors the social networks.

Tweet Deck: It is just like Like Hoot Suite, Tweet Deck helps in managing multiple social media accounts —like Facebook, pinterest Twitter, MySpace, tumblr, wyn, In, Foursquare, and LinkedIn — through a sole, easy-to-use dashboard. Alert mode is available whenever a new comment is there, it can be managed though the mobile app also .

Everypost makes it trouble-free to pull together relevant multimedia satisfied from different sources like YouTube, Instagram, Flickr, and RSS feeds and publish across all your social media platforms.

SproutSocial: this tool offers the ability to supervise tasks, schedule posts, monitor conversations, and track engagement metrics across Twitter, Facebook, and LinkedIn.
SocialClout is a complete set of tools that help Businesses to supervise their social media marketing

and monitoring initiatives. It Includes Monitoring, Listening, Engagement workflow, Social Media Analytics and Social Media lead generation and competitive analysis is different from the others, because it focuses on the idea that communication and engagement between businesses and customers should be better and more open.

Buffer If you're looking for software that is easy to navigate, looks simple, and can make your team more efficient, then Buffer is definitely your key to managing social media. Once you from any account, you can select the social media you want to add to it.

UberVU provides social marketers & community managers with real-time marketing insights powered by social data--basically, something that's designed to make a social media manager's daily job easier and eliminate much of the manual data analysis they're having to do to improve social strategy.

Community is a Twitter CRM that provides support for community management, influencer identification, customer communication, multiple profiles, tweet scheduling, and more.

Enterprise Tools

1. Spredfast is an enterprise social media management system for managing, monitoring, and measuring across multiple social media channels, with a white label option for agencies.

2. Sprinklr is a another platform ment for consulting service for marketers and agencies in B2B and B2C markets. It provides social media audience research, acquisition, content promotion, and measurement tools oracle crm is Social Relationship Management platform offering a suite of tools- Oracle Social Marketing Cloud Service, Oracle Social Network, and Oracle Social Data.

3. Janrain is a customer Identity Management platform that supports customer acquisition across multiple devices, recognizes customer profiles wherever they are, and provides accurate customer data for highly targeted marketing campaigns.

4. Social Flow is a social media management platform that handles content publishing schedules, goal-oriented social advertising, and intelligent reporting and licensing.

5. Engagoris an enterprise class social media management solution, which enables posting and scheduling on every major social network, real-

time monitoring, team performance tracking, legal compliance assurance, and analytics.

TIME MANAGEMENT TOOLS

Reading updates on Facebook and Twitter can be like entering a black hole — before you notice, you've spent the whole day following threads without ever getting closer to "the end" of the relevant information being shared. So how do you stay on task and avoid distractions when checking in on your branded social media efforts

Toggl: Toggl is a remarkably simple time-tracking software solution. Enter your task, click the start button, and stop the timer when you've finished your tasks. Once you get into the habit of tracking your time with this tool, you can create day-by-day breakdowns of all your activities. What's more, simply knowing you're tracking your time goes a long way toward spending it more productively.

Rescue Time: you can spot inefficiencies in your schedule, moving toward better time management and productivity. The tool runs in the background while you do other work on your computer, measuring which websites, documents, applications, etc., are being used and for how long. It then tells you where the bulk of your time is going. As with Toggl, this time tracker helps you stay productive by identifying time expenditures that can be allocated to more important tasks.

REMARKS PERFORMANCE TOOLS

Crowd booster: Offering a variety of paid plans based on the number of accounts monitored, Crowd booster measures engagement over time and across multiple social media networks. Not only does this tool review your social activities, it also offers suggestions about what types of content are working best for your business.

Argyle Social: A unique feature of the Argyle Social platform is its algorithm that assigns a dollar amount to each post, which quantifies the value of your social media content efforts.

SUGGESTIONS

React Quickly

It is very important aspect of post how fast we react and how efficiently you handle the same it is assumed that if we have to respond to the post within an hour , as far as customers is concern they want that issues are acknowledged and get resolved as soon as possible. Acknowledge Mistakes Consumers know that no business is perfect, so instead of hiding mistakes, it's best to own up to them. This prevents the customer from continuing to blame your company for the mistake or issue. When you post an apology on social media, make sure it's genuine. Persons will be very fast to highlight apologies that emerge to have been copied and pasted from writing or that lack emotion. Instead, show your human side and use your natural tone of voice. All communications on social media are in the public eye, and often when dealing with negative comments, this can prompt others to join in. The best way is to take the conversation offline so you can talk to the person one on one. This prevents the situation from escalating, and also helps calm the customer, because you're working with him or her to resolve the problem. Personalize Your reply When customers reach out to

you with a adverse social comment, they're typically looking for you to concede and help resolve their issue. If you act in response with an automated reply, you're sending a message that you haven't taken time to understand the issue and don't value the customer's input. When dealing with negative comments on social media, remember that customers aren't angry with you as an individual. They're angry about the situation they're in. That's why you should never take these responses personally or respond to the customer in a negative manner as a result. One of the main reasons customers leave negative comments on social media is they haven't been able to get the desired things in order they need from the organization .The good news is you don't need to have all of the queries. In fact, when you don't have the answer, referring your customers to an external resource or even another company's product or service is actually a good thing

Once you've responded to a complaint on social media, don't assume that you've resolved the issue. Follow up to make sure you've fully met the customer's needs. A personal approach lets customers know you value their opinion and put their needs first. This helps you identify early issues and keeps the interaction top of mind. It's also a good way to gather feedback about the customer's overall

experience with your company. Follow up with customers to make sure their issues were resolved.

If you have social network policy in work place, you can connect to this resource or issue a walarming to them. If a customer has clearly crossed the line and you've issued a warning, it's okay to hit delete or block that person. Put Together an Escalation Plan find solutions more quickly.

CONCLUSION

Although it is one of the most healthy platform in terms of information generation, sharing and reading the mindset of customers, therefore it is totally or can be said that entirely dependent on the specific needs of the user or organization whether, observation, reviews, insights and comments and how they are utilized, High end marketing always requires such tools for the successful social media marketing, tools are as good as people using them whether it is dashboard, software or any tool. By proper management comment tools and connecting with the right audience the organization increases social engagement, building better relationship goals and vision can be achieved in a well in time and strategies can be formulated well in advance.

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