



Mini-Review

SOCIAL NETWORKS AND BUSINESS 2.0

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ABSTRACT

The current work is a short review of social media usage in organizing the next level of Business 2.0, developed in the environment of Web 2.0. A simple search and investigation is made by students of Business economics in Faculty of Economics in order to find a model recommended for the Business 2.0. The examples are collected for proving the importance of Web 2.0 services for getting success with new Web tools.

Key words: Web 2.0, social media, Facebook, LinkedIn, YouTube, Twitter, syndication

INTRODUCTION

Information and communication technologies change business and elevate it to a higher level. In recent years, business analysts and experts introduce a new term – Business 2.0. This is the level of business that relies on service and technology of Web 2.0. World renowned ICT experts introduce definitions for different levels of the Web as generations and versions that have different resources, services and technologies. Namely Web 2.0, second level of the Web, is a natural, necessary and profitable working environment for the Business 2.0. The new level of the business determines an innovative business that does not invent new technologies but applies them in new ways, with new aims. [1]

For example iPhone is a new level of the telephone. Twitter defines a new level of industry supplying news, which is characterized by new actions from the user's side – study and others commenting.

WEB GENERATIONS WEB 2.0 – FEATURES

Many experts have named the Web evolution as various Web definitions. Up to this day, three versions were introduced. Here in the text are given the fundamental differences in the characteristics of Web generations:

- Web 1.0 – Document Centric Web

- Web 2.0 – People Centric Web
- Web 3.0 – Machine Centric Web

There are no precise boundaries to distinguish between these 3 Web generations. We can not say exactly when each generation is started and when it ends (**Figure 1**).

The main social/business features of Web 2.0 are:

- **Architecture of participation** - Web 2.0 becomes a platform for sharing between the users, contributing, reviewing and improving the information resources. The results of the architecture are social networks and collective intelligent use.
- **Personalization of Web resources** - Model in the Web 2.0 users play an active role in managing Web resources that are relevant only to their needs.
- **Under the Long Tail** - This aspect is clear for economists. According to Wikipedia "The long tail is a potential market and, as the examples illustrate, the distribution and sales channel opportunities created by the Internet often enable businesses to tap that market successfully."

In Web 2.0 every Internet citizen can easily and freely create his own works as blog articles, music and video for personal and business interests. Abundant information and media resources are digitized and start to become available at any time, any place and at minimum cost.

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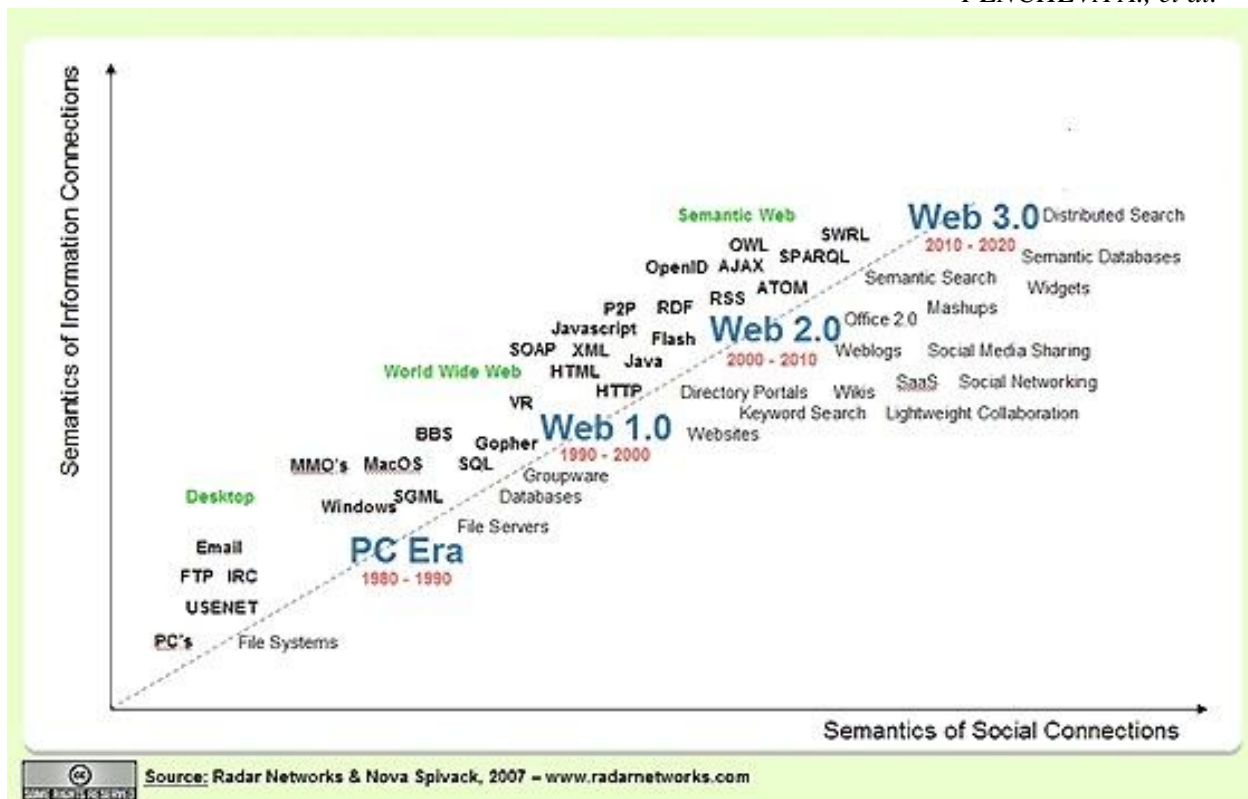


Figure 1. Web evolution

The characteristics of Web 2.0 in terms of technology are:

- **Deployment of Rich applications** - Web browsers now support features of rich and interactive applications. This reduces the requested data on servers, improves interactivity of Web applications and provides sophisticated business services.
- **Perpetual Beta versions** - When new features are added, users do not need to reinstall the software. This is a new extension of the software, which contributes to the happiness of the programs.
- **Syndication of information and services** - Web developers create information and services for use by human users and also for use by other software applications. Thus Web resources and Web application can be submitted as a syndication (or called a mash up) for other applications offered by different suppliers.

SOCIAL NETWORKS

Social networks are part of social media. The media have undergone different periods of time while attracting 50 million audiences. For example radio reach 50 million listener for 38 years, TV- 13 years, Internet – 4 years, iPod – 3 years and Facebook for 2 years.

In 2011 Bulgarians already have more than 3000 blogs, several thousand registration profiles in Twitter and a half million registered in the user segment in Facebook. This is the segment of the consumer with the highest growth worldwide. Experience in advertising campaigns shows that Facebook is probably the most effective online advertising media for most business segments in Bulgaria and Globally. In Facebook there are over 500 millions consumers, and Twitter – “only” 85 millions. A search of YouTube is the second after using Google search algorithm.

Why Facebook is the best?

There are literally thousands of social networks, all designed to provide it's users a platform to connect, share and socialize with other individuals.

Facebook has made a step forward. Users of Facebook can not only connect and share, but also they can promote their business and launch campaigns for their products. Facebook enables experts in social media to expand their capabilities and reach millions.

Some of these features include:

- **Facebook applications:** this is the most vital element behind the success of Facebook. This is much more these

consumers to enjoy a single page of your website.

- Facebook link is a function which is introduced specifically for sites.
- Facebook connect is integrated with your website and you can easily communicate and get advice from Facebook platform.

BUSINESS USES WEB 2.0.

The purpose of the Business 2.0 is to make the customer to take advantage of a product using the resources of Web 2.0 – branding technique grows to SEO. Businesses must master these methods or use SEO specialists to carry out this type of service. Examples of how large corporations use social networks are BMW,

Toyota, Michelin, LEGO, The Walt Disney Company, Nike, Panasonic, Nokia, Nestle, L’oreal, The Coca-Cola Company, Ikea and other.

Go2web20 is a nice directory that indexes Web 2.0 applications and online tools, over 2800 in number. These tools are tagged in different categories (**Figure 2**). They can be useful for the business organizations and serve all main business processes. The directory posses the main characteristics of Web 2.0: Tagging is done via command link “Here’s the tag to start with”; Community – “Members” and sharing – “Suggest an Application” [2].

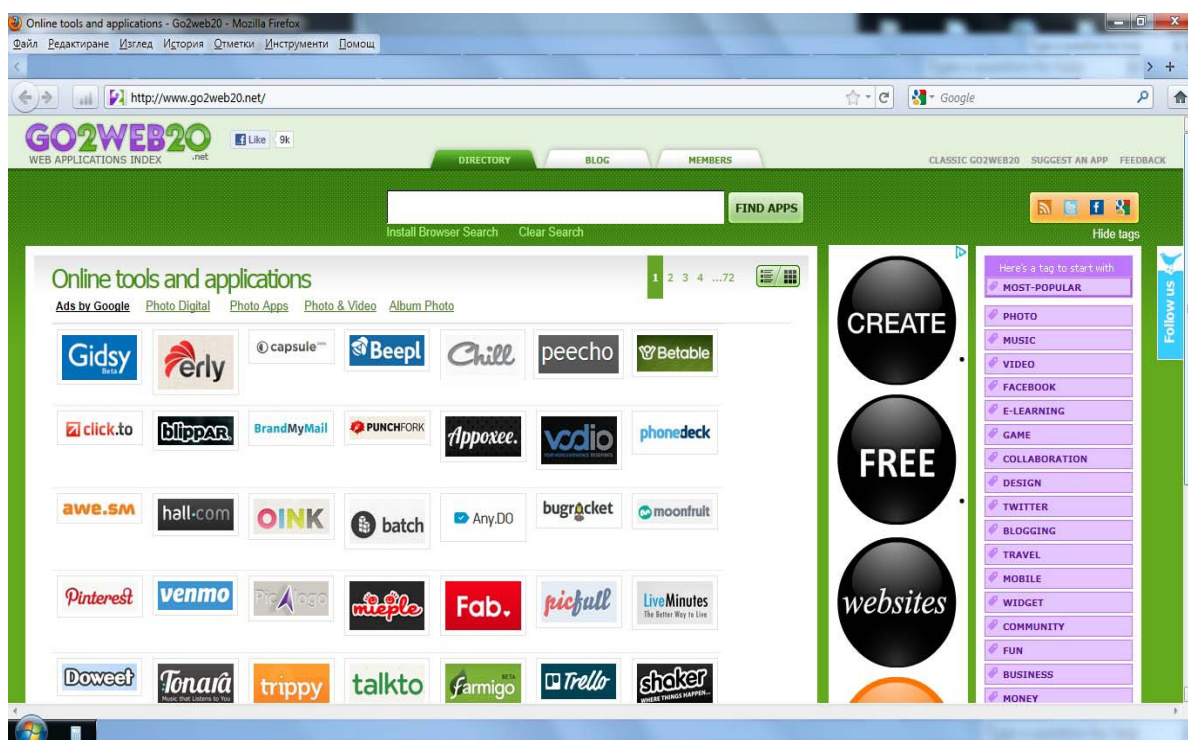


Figure 2. Business applications index GO2WEB20

Power of the advertising in social media is remarkable. One good example is the experiences of Tipp-Ex® corrector advertising. The brand is a leader on the European market of correcting products. They have used a clip named “A hunter shoots a bear” in YouTube as an interactive advertising campaign [3]. The clip is funny and surprising as the user can type different words and this way the story is finished by him. This advertisement attracted for 1 month 16 million users because the clip is interactive and no traditional (**Figure 3**).

RECOMMENDED MODEL FOR THE SUCCESSFUL USE OF SOCIAL NETWORK

Profiles of the most popular social networking sites are required for each business. Only Web page is not enough for the company to be represented in social networks. Facebook is recommended for personal profiles, groups and pages. LinkedIn is a professional network that connects new people, consumers and companies. Twitter is a social network for exchanging short messages that connects mobile devices with Internet. It is a perfect

place for publishing firm's news. YouTube is the best in dissemination of videos, Flickr – for photos. The business customers play roles as network members in LinkedIn, followers in Twitter, likers in Facebook and watchers in YouTube. The companies have to organize corresponding events and actions, to keep distinguished connections with users of these social networks. The best way to synchronize

the information offered in all social network mentioned above and others possible is to use a Web 2.0 tool for syndication. The good example is Ping.fm - social network site syndication. It is “a free service that makes updating your social networks a snap” [4].

A presentation connected with this article the authors have in [5]

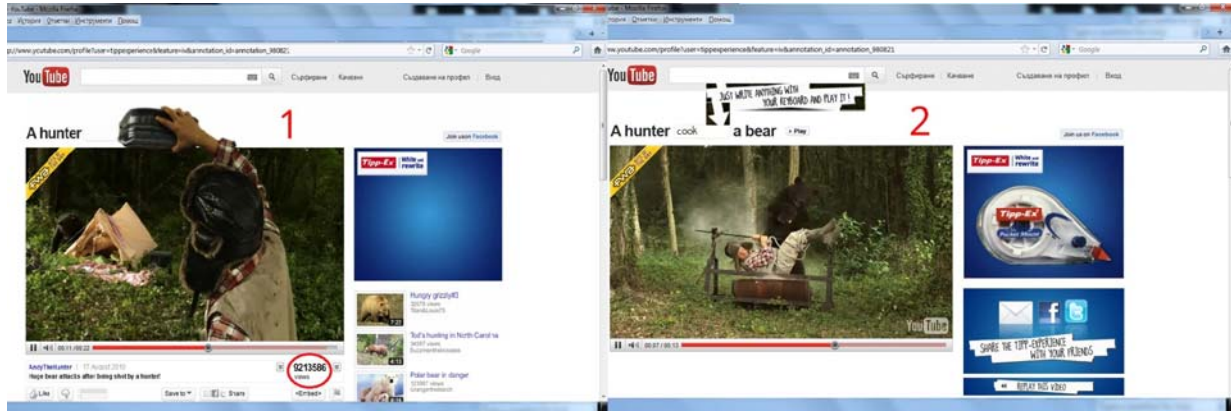


Figure 3. The Tipp-Ex corrector advertisement via Youtube clip. In the left side picture the hunter covers the word “shoots” with the corrector and a new story is performed with the word “cook” in the right side.

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4. <http://ping.fm/>
5. <http://prezi.com/h2vn-f8koijk/social-networks-and-biznes-20/>