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The power of social media and the role of a social media manager by [Valuebound](#)

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The internet lets loose the real power of networking and communication. Any topic on the web is an instant hit, if it can draw the attention of public. Drawing the attention of audience is the real aim of any piece of content. In modern society, the world shares thoughts, recent activities and status over the social networking system. Thus, Social media sites such as Facebook, Tweeter and many such others, ensure the success of the content of a website by spreading it among people who to choose to share that content. Since, content is the most vital thing for the success of any website, the combination of content and social media is invincible.

Social Media and Blogs – Killer combination

Several analyses prove that the combination of a piece of content, such as a blog or article and a social media account is one of the best ways for people to dominate the field of opinion available online. Blogs allow people or websites to convey thoughts, or information on any topic, and social media tools make those thoughts reach out to a wider audience. The fact that these two forces (content and social media) can be combined very easily, and that is what makes the combination so powerful. And this power can be harnessed for the benefit of your business through effective social media management. While you can do it yourself too, getting the help of a professional Social Media Manager to handle the job may be a great form of investment.

To explain the marvelous power of blogs combined with social media, we are providing an example from a recent real life incident. An average person with a small blog was dissatisfied with service of a store. Knowing the power of Google he blogged, conveying the incident that led to his dissatisfaction and tweeted it. Within a matter of hours, that blog appeared on every social media outlet. Numerous numbers of hits per hour started pouring in. Then it was picked up by local e-zines and re-tweeted over and over again. The store's corporate office contacted the person and the problem was taken care of. However, the original blog continued to draw traffic for many days. This clearly suggests the power of the combination for an effective way of drawing traffic.

Role of a Social Media Manager

A social media manager can create similar popularity, may be not for every blog, but quite often than you think. They can do it, because they know how to work with social media platforms, and by investing time to build a presence for their client, and because they already have their own established presence. Social media managers understand how to gift wrap your product, in this case your blogs, and circulate them in the most effective manner that ensures the best prospect for creating continual visits and most importantly conversions for your site.

Conclusion

You can also take the same benefits of social media. However, you need to understand the opportunity cost. The opportunity cost is that the cost that you may have to invest on a person, who is hired full-time to build a proficient social networking presence. Social networking is not like a one time investment. It is a continuous process of connecting with people and businesses and helping to spread their network, so that they will do the same for you at some other point of time. The real secret is to know where to find these people, how to connect and ally with them and most importantly how to let out your message out in a manner that people don't only want to know about it, but also want to share it.

As the process is a long and continuous one, a social media manager is required to invest his full time and potential on it. And this is the reason, why it is important for growing businesses to hire a social media manager than just doing it on their own.

Valuebound is a leading Drupal Development Company providing Enterprise Drupal web solutions. For more information on Drupal Development, contact us at info@valuebound.com

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