Name

Instructor

Course

**Use of Social Networks in an Organization**

The use of social networks in organizations is more prevalent now than at any other time in the history of humankind (Bansal, 7). Social networks confer organizations the ability to interact with customers that could not be possible without the networks. Social networks have become so relevant to modern organizations that any organization that fails to adopt these modern networks risks lagging as far as their competitive advantage is concerned. With billions of people using social networks, organizations can ride on these numbers to their advantage. Further, the convenience and ease of use that comes with social networks make them easy for organizations to adopt. The use of social networks is also cost-effective, which further confers a benefit to modern organizations.

The use of social networks is essential in today's business environment. The following observations exemplify this statement. First, social networks help to improve the awareness of a brand. With billions of people on social networks, an organization can promote its brand at the click of a button (Eirinaki, 7). Secondly, most social networks are free resources. An organization can reach both current and potential customers with little or no costs involved. Thirdly, social networks enhance customer satisfaction. The networks enable customers to air any issues they may have (Kim and Seo, 40). Those issues are addressed through the same platforms, making them tools for enhancing customer satisfaction. These are just the tip of the iceberg compared to what social networks can confer to an organization. Based on these observations, it is proper to conclude that social networks in an organization are a very important topic for contemporary organizations.

**References**

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