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Original Research

**A STUDY OF STRATEGIES TO IMPROVE SOCIAL MEDIA VISIBILITY
AMONGST YOUNGSTERS**

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Abstract :

Social media began in the early 2000s. With respect to LPG policy, the whole world is the new market, with new ventures acquiring customers all around the world with the help of social media. Visibility of a brand seems to be nowhere in this tight competition. youngsters lack how to use social media to its full potential. Therefore this paper attempts to suggest strategies to develop social media visibility as overall skill development in this new era for youngsters. The main objective behind this paper is to inculcate social media visibility skills within youngsters and minimum experienced graduates which aligns with and achieves organizational goals. This will allow the youngsters to gain a deeper understanding of the organization's social media goals and communicate effectively and efficiently with the right mix of tools to stakeholders. Two important aspects shall be used to inculcate this skill as the overall development of a candidate. Firstly branding strategies which relate to how to behave and communicate with various stakeholders on social media and second technical skills, which allow youngsters to improve visibility with right techniques and solve any challenge by social media platform.

Keywords: *Social Media Visibility, Technical Skills, Branding Skills, youngsters, personal development*

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Introduction :

Social Media is a social platform in which users or Individuals share information, updates on their respective social media platforms. Individuals can follow or add friends to those individuals who knew each other. Same as Individuals, Even Brands advertiser create Customer-centric content to target potential users over social media.

Advantages of Social Media :

1. Better reach in less time
2. Target Potential Audience
3. New Updates are intimated to the audience quickly
4. High conversion rate

Disadvantages :

1. Lack of Confidentiality
2. Triggers Anxiety due to excess usage
3. Strain on Eyes

Social Media Visibility :

Social media visibility represents the individuals' social media profile apparent or detectable easily. However, for this, the Student should optimize his profile and keep it updated at all times. By doing so, especially social media algorithms specify that the Profile is Active and always given the first preference. Social media visibility is somewhat related to Social media optimization, the only difference here is, here it is from youngsters' perspective.

Advantages :

1. Easily identifiable
2. More Followers/likes
3. Better mutual suggestions
4. First preference in Search as per first name

Disadvantages :

1. Lack of Privacy control at a certain extent
2. Too much dependence on Social media
3. Managing visibility of all social media handles on every platform is time consuming without a Proper SMM Tool.

Social Media Optimization:

Social Media Optimization is the practice of organically improving one's profile holistically. Following some social media algorithms regularly increases the organic reach of a profile. Common examples of social media engagement are "liking and commenting on posts, retweeting, embedding, sharing, and promoting content".

Review of Literature :

1. Paul Kirschner and Aryn Karpinski define Facebook and other social network sites as an online directory that allows people to find their friends, family and colleagues through looking them up on social network sites (Kirschner and Karpinsk, 2010).
2. Curtis states that teens all over the world are starting to lose interest in the use of Facebook and are using Snapchat, Twitter and Instagram (Curtis, 2013).
3. Victoria Rideout states that, among the younger generation, the time they spend on social media, what she calls 'entertainment media' is "more than twice the average amount of time spent in school each year." (Rideout, 2012, p.5) She also adds that an American child spends on average seven and a half hours a day just for having fun on the media, not only that, but they multitask, between all the different media they use. For example, they can be listening to music, sending a tweet and also posting on Facebook. Rideout says that since social media is seven days a week, unlike school or having a full-time job, over the years the amount of time one could spend over the internet "has exploded" (Rideout, 2012, p. 5).
4. Abelardo Pardo believes that technology offers a platform for innovation, and allows its users to express their opinions about how they feel towards the information being published. He adds that social media is also a platform that allows youngsters to interact with one another, with their teachers and communities

that share their same education. Pardo also states that these types of interaction are “an essential part of how humans learn.” (Pardo, 2013, p. 45)

Tarek A. El-Badawy¹ & Yasmin Hashem (2015), concluded that there is no relationship between social media and academic performance; this is clearly projected in their overall grade average.

Objectives :

1. To find out the social media platforms on which youngsters are present
2. To understand the use of social media visibility
3. To suggest a few Branding strategies as well as Technical skills which can help improve social media visibility amongst youngsters

Research Methodology :

1. Primary Methods :

- a. Responses are collected from youngsters only to recognize their viewpoint regarding the visibility of their own Profile on different handles via a Questionnaire
- b. The questionnaire was created with the support of Google form to expedite the collection of samples yet in a proper and structured manner.
- c. Considering SMO, It contains basic as well as impactful questions regarding increasing the organic visibility of social media profiles.
- d. Several questions are asked regarding the frequency of opening and usage of other social media profiles

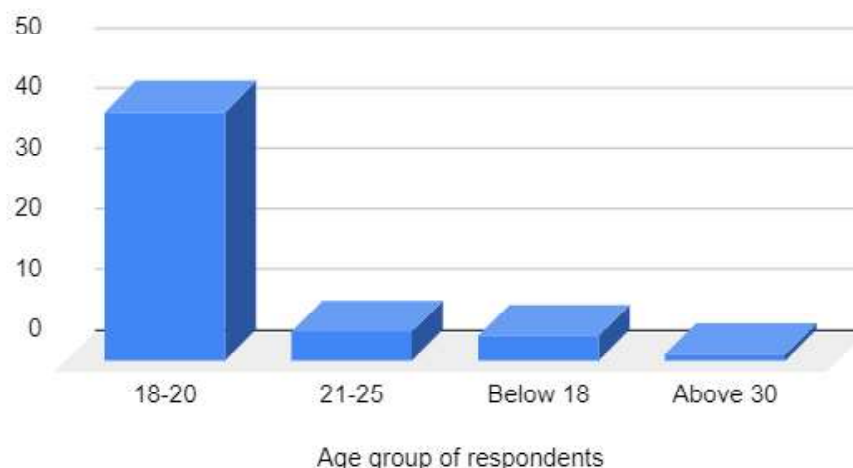
2. **Secondary Methods :** Secondary data is research data that has previously been gathered and can be accessed by researchers. For this study websites, books, journal articles have been referred to for understanding the topic.

Data Analysis and Interpretation:

The data is gathered from fifty one respondents and represented below into pictorial representations for better understanding the samples and for analysis purposes (Click on Diagrams to view in detail)

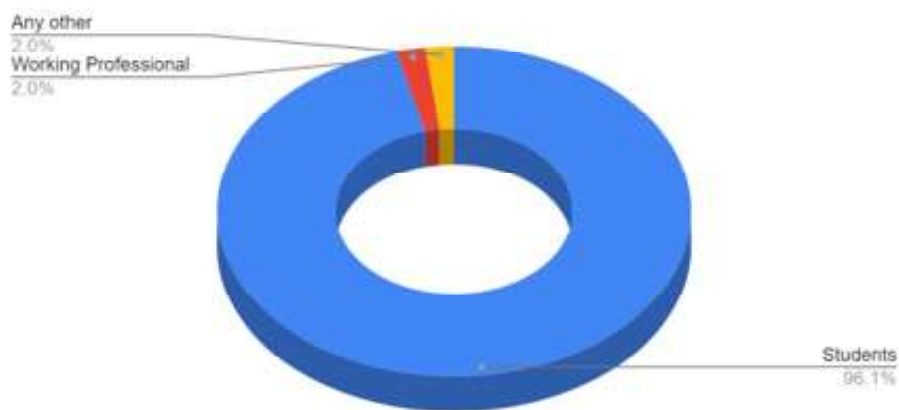
They are in the form of a Bar Chart and Pie Chart, let’s have a look at a few most important questions.

1. Age Group of respondents?



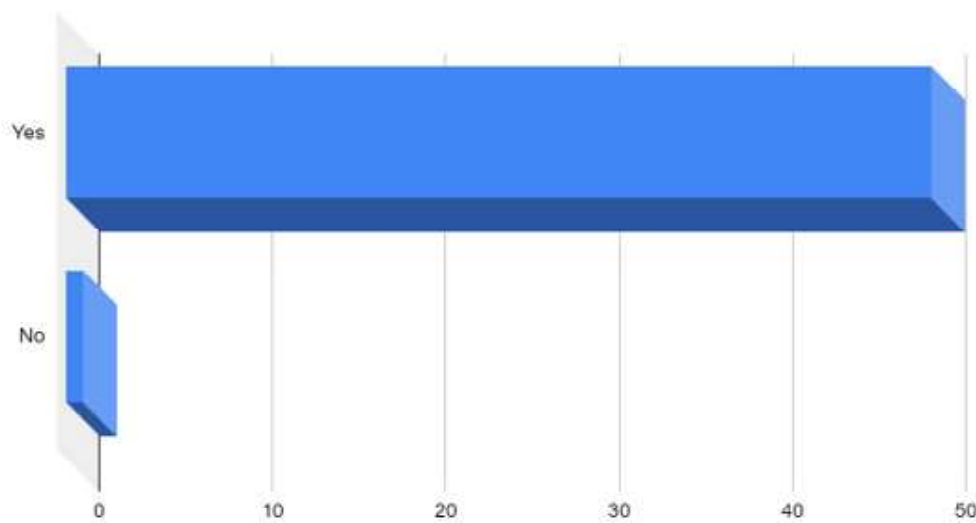
- a. The age group of respondents was asked to identify the age of Potential Youngsters.
- b. The options were:
 - i. 18-20
 - ii. 21-25
 - iii. Below 18
 - iv. Above 30
- c. It is no surprise that the majority of the respondents were of the **18-20** age group.
- d. Above **30, 21-25, and below 18** were the least.

2. Occupation of Respondents?



- a. Students contributed more to this questionnaire as compared to Working Professionals and Any other.

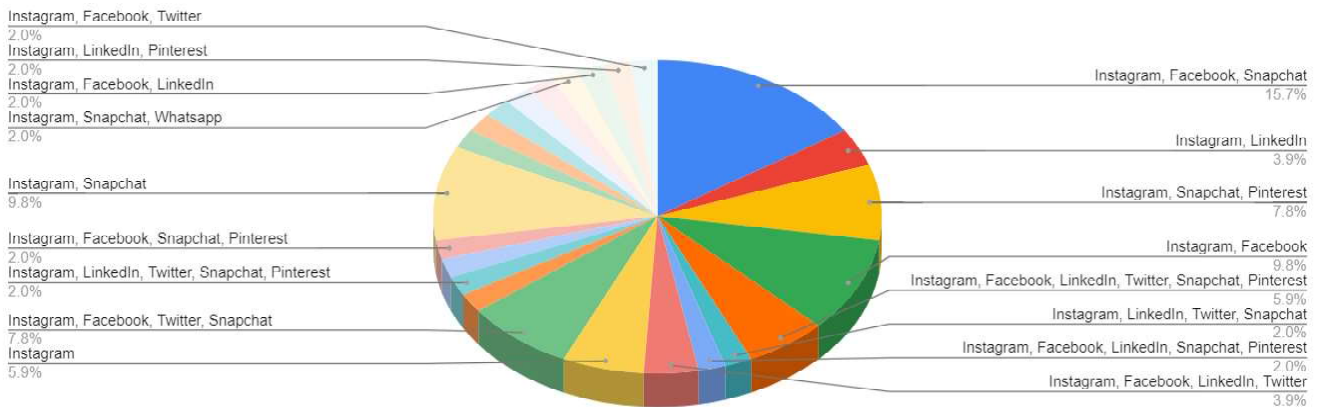
3. Do you Use Social Media?



- a. This question was asked to evaluate whether youngsters do have any profile on Social Media.
- b. Yes was being the most answered than No.
- c. The majority of the respondents do have Social media profiles on their respective platforms.

4. On which social media platform do you have profile?

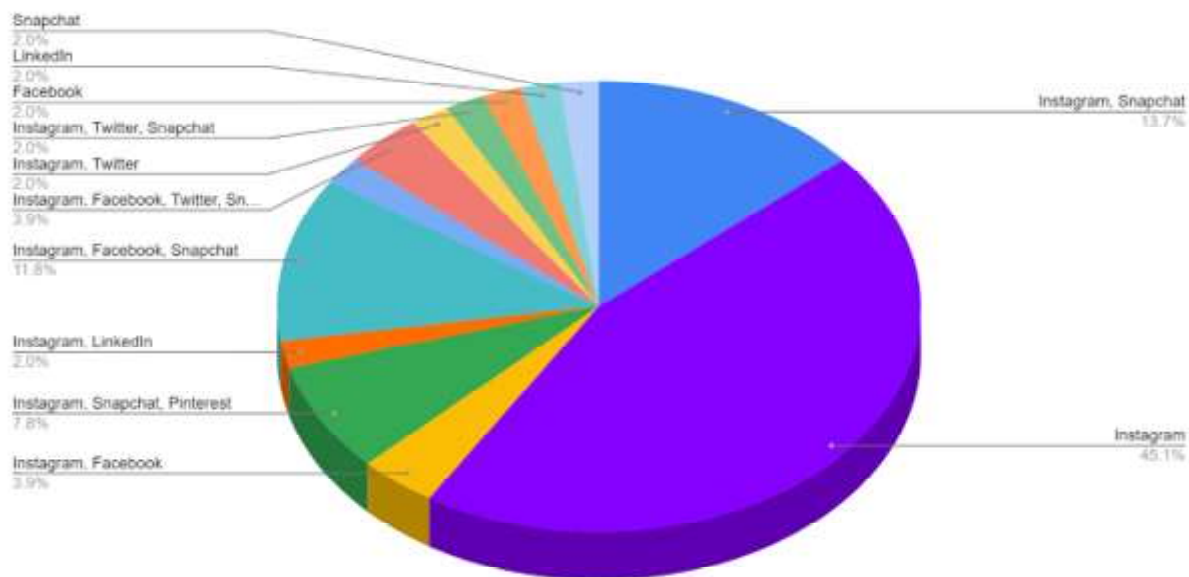
On which social media platforms do you have your profile?



- This question was asked to evaluate how many samples hold individual social handles on a few topmost social media platforms.
- The options were:

(i) Instagram	(ii) Facebook	(iii) LinkedIn	(iv) Twitter
(v) Snapchat	(vi) Pinterest	(vii) Other.	
- The below Pie Chart depicts **15.7%** of the majority of total responses have their account on **Instagram, Facebook, and Snapchat**. About **9.8%** have an individual account on **Instagram, Snapchat/ Facebook**.
- Whereas, **2.0%** are the least who have their profiles on **Instagram, Facebook, and Twitter/LinkedIn/ Pinterest/Snachat** only.

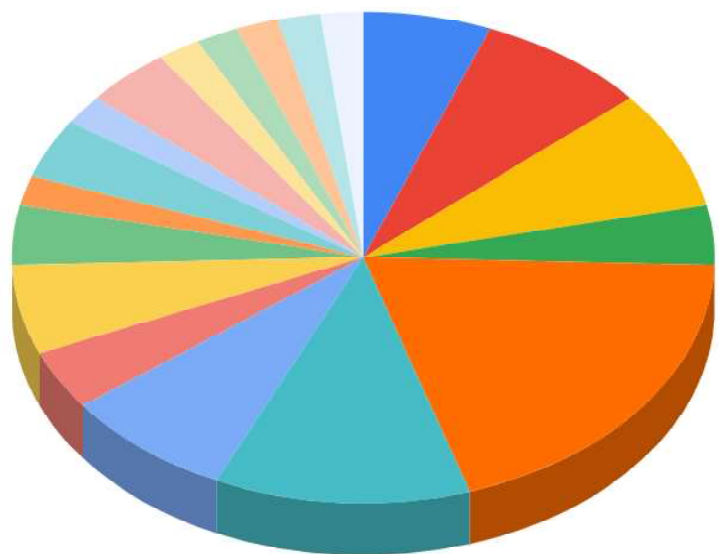
5. Which social media do you open/use frequently?



- a. The question evaluates the frequency of using/opening Social Media platforms.
- b. The options were:
 - (i) Instagram (ii) Facebook (iii) Twitter
 - (iv) LinkedIn (v) Pinterest (vi) Snapchat.
- c. It not only analyses the frequency but also analyses each social app’s likeliness.
- d. In this, Instagram has appeared as Most used/opened frequently, whereas **Facebook, Snapchat, LinkedIn, and Twitter remain at 2.0%**

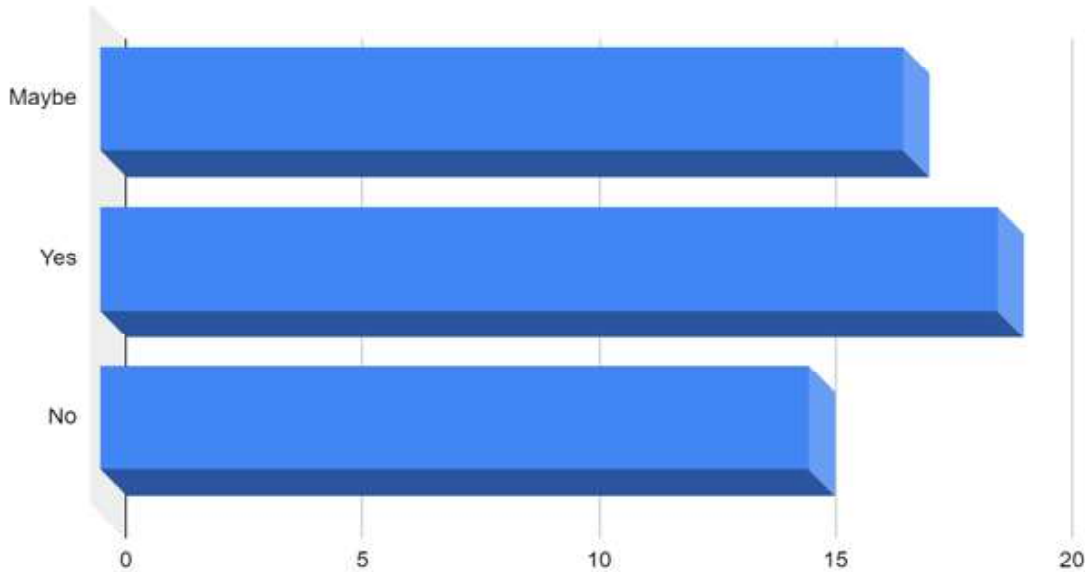
6. What kind of Content do you Upload on your Feed/Story?

- Pictures/Selfies, Videos, Outings
- Random Quotes
- Pictures/Selfies, Outings
- Pictures/Selfies, Outings, Random Quotes
- Pictures/Selfies
- Pictures/Selfies, Videos, Outings, Random Quotes
- Profession Related, Random Quotes
- Profession Related, Pictures/Selfies, Videos
- Pictures/Selfies, Random Quotes
- Pictures/Selfies, Videos, Random Quotes
- Profession Related, Pictures/Selfies, Videos, Outings, Random Quotes
- Profession Related
- Profession Related, Videos
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- Pictures/Selfies, Videos
- Videos, Outings
- Videos



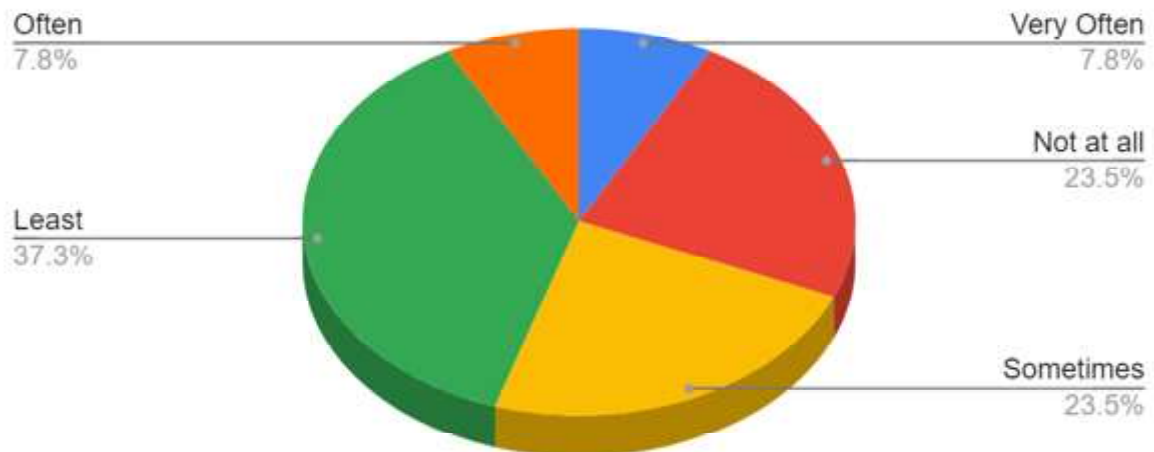
- a. This question was asked to evaluate what kind of content youngsters upload on their respective social media Handles.
- b. The options were:
 - (i) Pictures/Selfies (ii) Professional related (iii) Outings
 - (iv) Random quotes (v) Videos.
- c. **Pictures/Selfies performed the most while Videos were the Least.**
- d. It declares the majority of them post their Pictures/Selfies more often than any other kind of content.

7. Do you think of increasing your social media visibility?



- a. As a part of the research, this question was asked to investigate whether they want to increase their Visibility across social media Platforms or not.
- b. The options were:
 - (i) Yes (ii) Maybe (iii) No
- c. Most of the respondents showed an intense interest by considering Yes, whereas Maybe were greater than No, while No being the Least.

8. How often do you update your Bio/About Section of any social media?



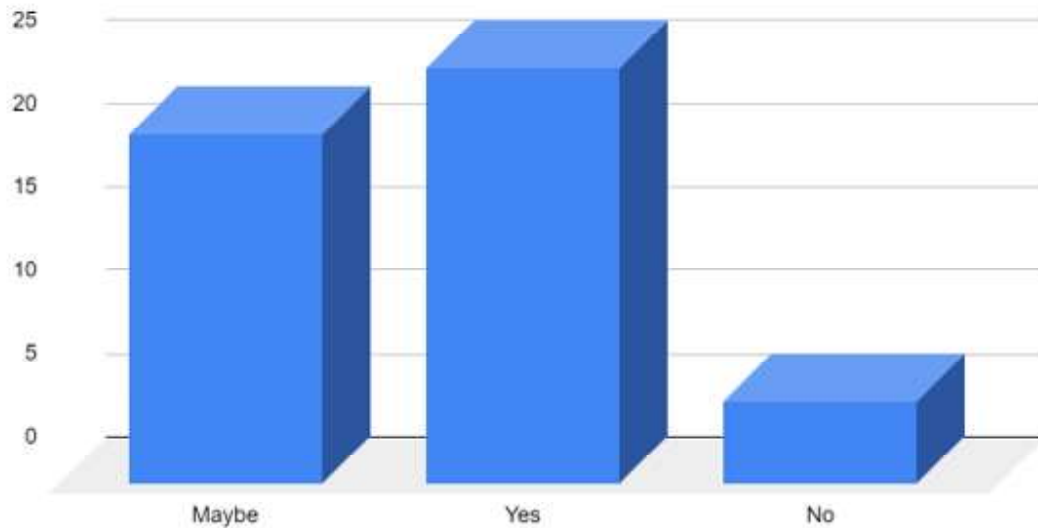
- a. This question asked to evaluate whether to evaluate the frequency on how many times do they make changes in/update their Bio on any social media platform.
- b. The options were;
 - (i) Very often (ii) Often (iii) Sometimes
 - (iv) Least (v) Not at all.
- c. Around 37.3% were from *Least* Category to update their bio whereas *Sometimes* and *Not at all* being 23.5% and *Very Often* and *Often* remains 7.8% being the smallest portion of the pie.

d. This means the majority of the respondents update their Bio infrequently.

Now, from this, a new Section begins which asks questions related to SMO.

SMO refers to organically increasing one's visibility across all Social Media Platforms, without paying for ads. It abides by some specific algorithms of social media to identify whether to boost one's visibility or not.

9. Do you think Social Media Optimization (SMO) is necessary to increase your profile visibility?



a. This question is related to Social Media Optimization, whereas a glance at it was given in the questionnaire to respondents in a few words as;

(i) SMO refers to organically increasing your Visibility on social media.

b. This question considered the overall assumption of Respondents whether they believe SMO is necessary to increase individuals' visibility.

c. The options were:

(i) Yes

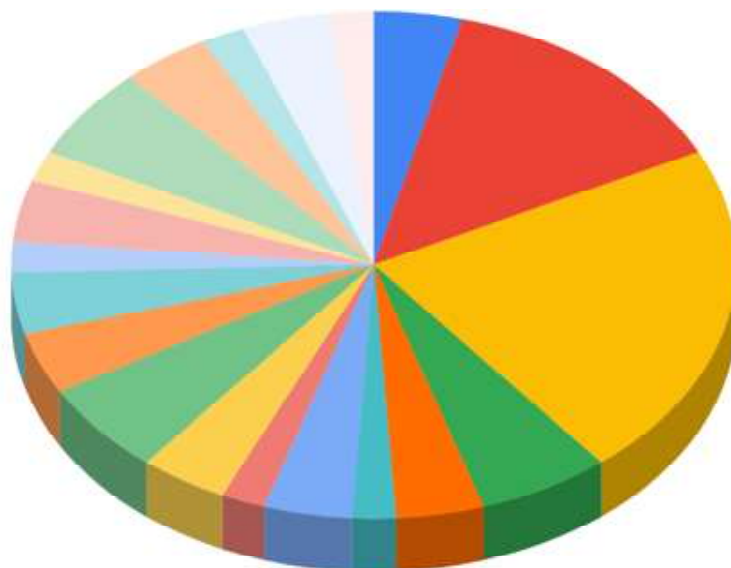
(ii) No

(iii) Maybe

d. The majority of the respondents agreed that SMO is crucial to increase organic Social Media visibility.

10. Which of the following factors can boost SMO?

- Updating Bio
- Actively Sharing engaging Content, Using Relevant Hastags, Responding Comments/mentions promptly
- Actively Sharing engaging Content
- Actively Sharing engaging Content, Reporting suspected Violence
- Actively Sharing engaging Content, Updating Bio, Using Relevant Hastags
- Actively Sharing engaging Content, Updating Bio
- Using Relevant Hastags
- Responding Comments/mentions promptly
- Actively Sharing engaging Content, Updating Bio, Using Relevant Hastags, Responding Comments/mentions promptly
- Actively Sharing engaging Content, Using Relevant Hastags
- Actively Sharing engaging Content, Reporting suspected Violence, Responding Comments/mentions promptly
- Reporting suspected Violence
- Reporting suspected Violence, Responding Comments/mentions promptly
- Actively Sharing engaging Content, Updating Bio, Responding Comments/mentions promptly
- Updating Bio, Using Relevant Hastags, Reporting suspected Violence
- Actively Sharing engaging Content, Responding Comments/mentions promptly
- Actively Sharing engaging Content, Using Relevant Hastags, Reporting suspected Violence, Responding Comments/mentions promptly
- Updating Bio, Using Relevant Hastags
- Using Relevant Hastags, Responding Comments/mentions promptly
- Updating Bio, Responding Comments/mentions promptly



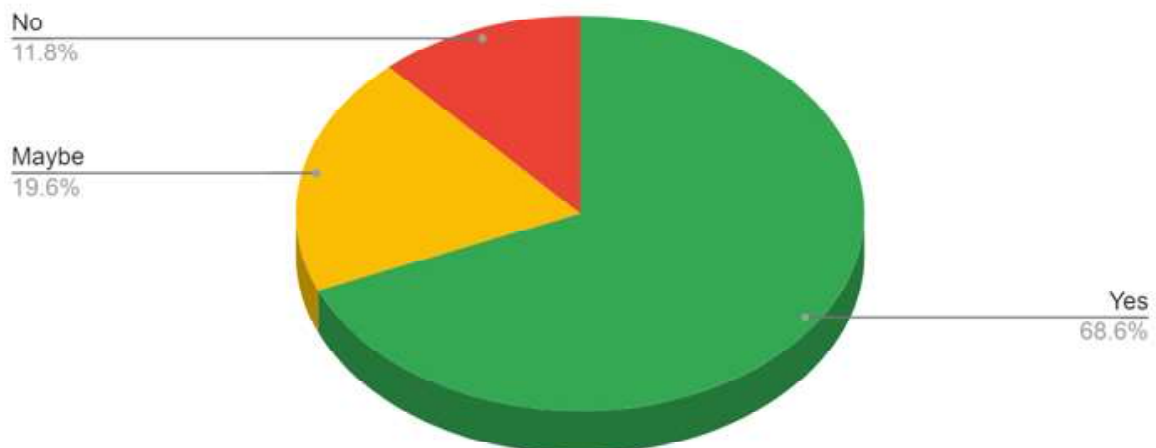
- a. This question evaluates which factors respondents think that increase one’s overall social media visibility.
- b. The options were:
 - (i) Actively Sharing Engaging Content
 - (ii) Updating Bio
 - (iii) Using relevant hashtags
 - (iv) Reporting suspected Violence
 - (v) Responding to comments/mentions promptly.
- c. Actively sharing engaging content is the most preferred by respondents before Using Relevant Hashtags, Responding to comments/mentions promptly.

11. Which of the following links would you add to your Social Media Profile?



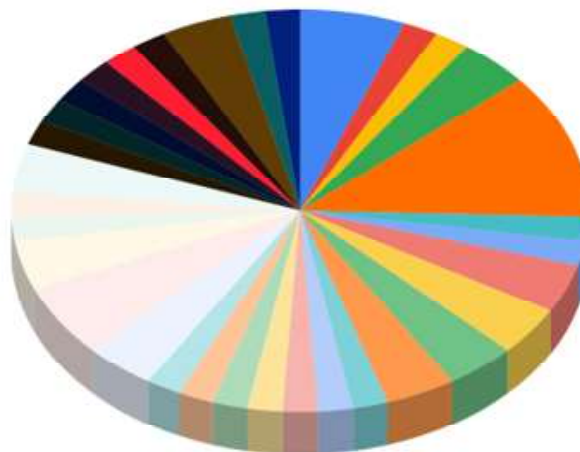
- a. This question evaluates whether respondents publish other links related to them on social media or not.
- b. The options were:
 - (i) Own Blog/Website
 - (ii) LinkedIn/Professional Profile
 - (iii) Email
 - (iv) Contact Number
 - (v) Other as Nil/Nothing
- c. It is no surprise that linking a Blog/Website from a social media platform appears. Also, it is a huge factor to consider for SMO which increases Authoritativeness and Trust.
- d. However, LinkedIn as a professional profile is also being considered by the majority of the respondents.

12. Do you think Personal Branding(promoting yourself) can increase your visibility?



- a. This question evaluates whether respondents publish other links related to them on social media or not.
- a. This question evaluated whether respondents consider Personal Branding for SMO.
- b. The options were:
 - (i) Yes
 - (ii) Maybe
 - (iii) No
- c. Around **68.6% of the respondents agreed** to this question, some thought about it and **11.8% disagreed**.

13. What strategies will you adopt to increase your personal branding and profile visibility?



- Creating Quality Content, Publish at the ideal times for your audience, Interact with your Followers, Collaborate with similar accounts, Choose your hastags carefully
- Creating Quality Content, Publish at the ideal times for your audience, Redirect to your profiles, Interact with your Followers, Collaborate with similar accounts
- Creating Quality Content, Redirect to your profiles, Choose your hastags carefully
- Creating Quality Content, Publish at the ideal times for your audience, Collaborate with similar accounts
- Creating Quality Content
- Creating Quality Content, Publish at the ideal times for your audience, Choose your hastags carefully
- Creating Quality Content, Publish at the ideal times for your audience, Includes Calls to action, Interact with your Followers, Lives and News formats, Collaborate with similar accounts, Choos...
- Creating Quality Content, Publish at the ideal times for your audience, Interact with your Followers, Choose your hastags carefully
- Collaborate with similar accounts
- Interact with your Followers
- Creating Quality Content, Interact with your Followers, Collaborate with similar accounts, Choose your hastags carefully
- Creating Quality Content, Publish at the ideal times for your audience, Includes Calls to action, Lives and News formats
- Creating Quality Content, Publish at the ideal times for your audience, Interact with your Followers, Lives and News formats, Choose your hastags carefully
- Creating Quality Content, Publish at the ideal times for your audience, Redirect to your profiles, Includes Calls to action, Interact with your Followers
- Lives and News formats
- Creating Quality Content, Redirect to your profiles, Interact with your Followers, Lives and News formats, Collaborate with similar accounts, Choose your hastags carefully
- Creating Quality Content, Choose your hastags carefully
- Creating Quality Content, Interact with your Followers, Lives and News formats, Collaborate with similar accounts
- Creating Quality Content, Interact with your Followers, Collaborate with similar accounts
- Creating Quality Content, Publish at the ideal times for your audience, Interact with your Followers, Lives and News formats, Collaborate with similar accounts, Choose your hastags carefully
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- Publish at the ideal times for your audience, Redirect to your profiles, Lives and News formats
- Creating Quality Content, Publish at the ideal times for your audience, Includes Calls to action, Interact with your Followers, Collaborate with similar accounts, Choose your hastags carefully
- Creating Quality Content, Publish at the ideal times for your audience
- Creating Quality Content, Publish at the ideal times for your audience, Redirect to your profiles, Includes Calls to action
- Interact with your Followers, Lives and News formats, Collaborate with similar accounts, Choose your hastags carefully
- Creating Quality Content, Collaborate with similar accounts
- Interact with your Followers, Choose your hastags carefully
- Creating Quality Content, Publish at the ideal times for your audience, Redirect to your profiles, Collaborate with similar accounts, Choose your hastags carefully
- Creating Quality Content, Includes Calls to action, Interact with your Followers, Collaborate with similar accounts, Choose your hastags carefully
- Creating Quality Content, Interact with your Followers, Lives and News formats, Collaborate with similar accounts, Choose your hastags carefully
- Lives and News formats, Choose your hastags carefully
- Creating Quality Content, Publish at the ideal times for your audience, Interact with your Followers, Lives and News formats, Collaborate with similar accounts

- a. This question interrogates which factors are considered by social media platforms for more Visibility of Profiles.
- b. The options were:
 - (i) Creating Quality Content
 - (ii) Publish at the ideal times for your audience
 - (iii) Redirect to your profiles
 - (iv) Includes Calls to action
 - (v) Interact with your Followers
 - (vi) Lives and News formats
 - (vii) Collaborate with similar accounts
 - (viii) Choose your hashtags carefully
 - (ix) Other
- c. Creating quality content is the topmost share of the pie, which indicates the majority of respondents think it is the factor for more visibility.

Conclusion and Suggestions :

Conclusion :

From the study conducted it can be concluded that to enhance Social Media Visibility across Social Media platforms, one does need to possess Social Media Optimization skills. SMO is the only technique to be visible and more apparent on any social media. The one who abides by SMO algorithms is sure to reap the benefits of increased visibility. SMO can be an overall skill development, nowadays Social Media managers highly respect SMO rules to stay updated in tight competition. Youngsters should invest in this skill, if one has something positive to say all over social media, he/she will gain attention more quickly than an unoptimized profile. It would represent a significant step towards Holistic Skill development in this Neo World.

Suggestions :

Youngsters can ensure a strong web presence for their business and establish the internet authority of the brand. SMO not only introduces people to the business but also helps in branding, improving brand visibility and recall. Two important skills can be developed,

1. Branding Strategies:

- a. Designing content with the target audience in mind
- b. Using Relevant hashtags
- c. Continuously usage of out of the box designs to get attention from the crowd
- d. Content published must be Engaging or it should involve the potential customer
- e. Behave and communicate with various stakeholders

2. Technical skills:

- a. Abiding by Broader Algorithmic changes by that specific Social media platform.
- b. Proper Linkage of other profiles from various sources (Linking website to social media)
- c. The content upload should vary format-wise as per social media platform.
- d. One should avoid the Blank field which is crucial to fill.

- e. Proper Usage of Ads Portal of each Social media platform (Facebook Ads, Instagram Ads, Twitter Ads, etc)

These skills and strategies allow youngsters to improve visibility with the right techniques and solve any challenge faced on social media platforms.

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