



## Social Media in Knowledge Management

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**ABSTRACT :** *Social media is be a very useful tool for business owners to promote their stores, products and services, and build sincere connection with customers, as long as they use it wisely. The company can keep customers updated with new products and marketing the features of new products with very little costs. Besides the basic functions, social media can also act like machine to gather customers' idea, complains, and suggestion, which can be used by the company to revise its products and improve the services. In return, the loyalty of customers to the company would be increased.*

**Keywords:** *Knowledge Management, Social Media*

### I. SOCIAL MEDIA ROLE IN KNOWLEDGE MANAGEMENT

Knowledge management is the name of a concept in which an enterprise consciously and comprehensively gathers, organizes, shares, and analyzes its knowledge in terms of resources, documents, and people skills while knowledge management system keeps and organizes the knowledge in one spot. Knowledge Management is the discipline of enabling individuals, teams and entire organizations to collectively and systematically create, share and apply knowledge, to better achieve their objectives. It helps to deliver outstanding collaboration and partnership working. It will ensure the region maximizes the value of its information and knowledge assets and it will help its citizens to use their creativity and skills better, leading to improved effectiveness and greater innovation. Consistent with the interest in organizational knowledge management, information system researchers have begun promoting a class of information systems, referred to as knowledge management systems (KMS). The objective of KMS is to support creation, transfer, and application of knowledge in organizations.

Nowadays social media becomes important connection between community and enterprise, which helps people to share and contribute their thoughts and information. Social media tie into Knowledge Management as it's the interaction with customers that social media provides. The interaction can be over the phone, the web and text chat, which are more traditional methods. It can also be over blogs, forums, or even Twitter and Facebook, if people would like.

Once people have that interaction, that interaction can be captured somehow and turned into knowledge. For example, the knowledge users provide in Wiki is saved into the database and can be retrieved and used as dictionary or the book. Google at the same time counts the number of words searched by people and summarizes the hot topic. Some mutual fund companies even design investment action based on the people's mood put in Twitter.

Some people argue that the enterprise loses control over their knowledge because of the social media which expose business "secret" into public. However, the most successful knowledge management systems embrace social media, but with a business mindset. The smart KM implementations leverage blogs, subscriptions, communities, discussion forums, and member profiles. They tie it together with search in a single working environment. And they look for opportunities to tie in other tools to streamline knowledge sharing—everything from instant messages to micro-blogging.

## **II. WHICH SMALL BUSINESSES NEED TO GET AHEAD IN THE GAME**

First of all, for any small businesses, it is the best practice to find a niche. In niche markets, a small company with restricted resources can cost-effectively offer products or services that focus on its strength at the same time avoiding bigger competitors. Small businesses have to know how the business goes if they start to sell products or services. To be competitive and attract customers, the small businesses should prepare uniqueness and different products and have a plan how to serve customers while competing with others. But before that, the companies have to make thorough analysis on where to sell the products, the target customers, the marketing method, the laws and rules that may apply and etc.

Once the business starts, it is important to keep quality and excellence for every customer, as there may not be second chance to give customers a right impression if missed the first chance. Entrepreneurs have to be cautious on the details. All businesses depend on the reputation. It is extremely vital that one should have a good reputation due to the quality of the service and support services. To get ahead in the game, the business owners need constant improvement in their products and services, instead of sticking up for old methodologies. The business environment today requires that entrepreneurs need to come up with new solutions – fast enough to get ahead in the game.

To improve at right direction, business owners have to listen carefully to their customers. By focusing on customers and making them important, not only the company could gain customers loyalty and trust but also will get customer recommendation. Personal recommendation and word-of-mouth is the least costly yet most effective marketing strategy for a business.

Meanwhile, good planning is one of the essential key for an entrepreneur. It helps them to have successful control on the business and miscellaneous things associated to the business i.e. estimated cost, sales prediction, risk management, which shapes the future path of the business. Innovation, in the other hand, is one of the greatest ways to be ahead in the game in this era. Innovation should cover all the operations from pricing, promotion, customer service, distribution, etc. By keeping eyes open for new things in the market and by applying them in to business plan for improving the quality of the product and efficiency of the operation is a key for success.

Besides running a company and designing a product, an entrepreneur himself requires self-confidence and never-ending sense of urgency to come up for ideas. Studies have shown that the individuals who succeed in entrepreneurship are far-sighted and can adopt themselves to the environment accordingly. These people are oftentimes quick to change directions when they see their plans are not working. Moreover they admit their shortcomings and move on to develop bonds to acquire necessary skills to be on the right track.

Good image on social media will bring loyal customers to the business while bad image may get business down. The small businesses may use popular social media to send out to potential customers the message what the company could provide with clear information on products differentiation, to create a vivid and positive image of the company, to communicate online with customers and etc. For example, the company could design professional online-store to attract internet users as its customers; pay Google to place its website on the top of search page; announce promotions and news on Twitter; improve communication through Facebook; post attractive traveling plans on blogs; add store link to most visited or related website such as local government and NGOs; provide better service with 24/7 online chatting system and so on.

The social media at the same time would be a cost efficient way to educate travelers about rules, regulations, the characteristics of place, environment and community and travel tips by posting information or adding videos.

## **III. EXAMPLES OF SUCCESSFUL FIRMS USING SOCIAL MEDIA**

Pink Cake Box – a small business that uses the power of search and online marketing. A specialty cake shop in northern New Jersey gained success with its website, a blog, public relations and social media. They use their blog to promote cakes and offer customers a constant stream of new cake contests & videos. For visual marketing of their products Pink Cake Box uses Flickr. The blog content of pink cake box displays photos of cakes and most recent blog posts are displayed by thumbnail of the case, cupcake, or cookie highlighted in the post. They also integrated the Word press platform throughout their website to drive traffic directly to their blog. The blog acts as an extremely successful marketing tool. Recently, they have created a channel on YouTube to post their cakes and how they make cakes.

The CrèmeBrulee Man is a good example of small business using social media to achieve a successful result. The Crème Brulee Man is a food cart in the U.S. California. The owner of the food cart has posted the location of his cart everyday via Twitter. In this case, social media is actually keeping the business going, as it allows the owner to reach a new audience and alert people as to where he's going to roll up next. This is a pretty good example of proving the value of social media, showing that it can actually support an entire business. Curtis Kimball, the man behind the enormously popular CrèmeBrulee Cart in San Francisco, has quickly amassed over 12,000 followers in a little over a year, which is an impressive number for such a small business with a relatively small geographic target. The other use of Twitter for Kimball is to tell people what flavor of crêmebrulee he is serving in a given day. And Kimball says that Twitter gives him the ability to develop a personal relationship with his followers and others. He says he tries to engage his followers by asking for suggestions of what type of custard to serve or where he should park his cart, and he always tries to keep things humorous.

AJ Bombers is a burger joint in Milwaukee, Wisconsin that ramped up in a very tough economy in large part by a high level of creativity around the social media space. They have invested great amount of time to promote their burgers and website via Facebook, Twitter and YouTube. They did attract people come to their store, as the owner of AJ Bombers posted on the blog "Customers are becoming the business".

Baby Sitters Directory is an Australian company that helps parents find the right care for their child. As the business requires a tremendous amount of faith in the service as child care is a very personal decision for each family, the creator of directory Ann Nolan identified the importance of online engagement via social media, particularly with women, after reading a study highlighting the high use in that demographic. Through its use of Facebook, Twitter, and blogging the company has created a base of useful shared content for parents as they work through a significant choice.

Another small business Enhance Me is a specialized portrait company that creates custom photos placing kids in magical settings and has done very well in using social media to spread the word of their unique creations. Victoria Dixon, as the owner, has mainly utilized Facebook, Twitter, and a blog to promote the business and build relationships with bloggers and customers.

The Tourism Queensland "Best Job in the World" campaign started as a simple, but integrated social media/advertising and PR campaign. It was designed to raise global awareness of the islands on a budget of \$1.7 million, paltry compared to most global campaigns. Visitors to a special website were invited to post a 1-minute video on their website explaining why that person should become the next caretaker of Hamilton Island on the Great Barrier Reef. The reward will be a \$100,000 salary, 6 months free rent in a fabulous Island home, and the job of traveling from island to island and documenting their travels with a video cam and daily blog post. The creative way to use social media to achieve their goal is really having positive impact and good example for other travel agencies and tourism business.

There are a few more examples about small travel agencies. Berman Travel, a small travel agency has invited people to become a fan of their Facebook page where visitors can view beautiful photos such as Mexican sunsets, which inspire travel to there. They have also posted deals and fresh pictures of nice resorts with comments and recommendations. The social media definitely give the travel agency opportunity to present potential customers the beauty of traveling and inspire them to imaging. Casto Travel posts travel-related news items on its fan page, but it also put up photos from an awards night it hosted for its travel advisors. That's a great way to let the public know that the agents are doing a great job. It also published a link to Yelp.com, where Casto has positive reviews from clients.

#### **IV. CONCLUSION**

The benefit of social media is that small businesses can be unique in executing a successful plan once they establish goals and metrics. The success of small business by using social media in above case has some in common – they all know how to build a customer relationship and they have the foresight to build it via social media.