



Effect of Social Media on Selected Small Business in Delta State

ONOMAKPOME–AKPOBI Eseoghene Laura

Delsu Business School, Delta State University, Abraka

ORISHEDE, Emefuwoma Evans

Department of Business Administration, Delta State University, Abraka

Date of Submission: 14-02-2026

Date of Acceptance: 27-02-2026

Abstract

Social media is a new phenomenon that has changed how the business environment operates. Businesses are able to gain access to resources that were otherwise not available to them. It has also helped businesses to increase their worthiness, cultivate strategic partnerships and increase their contact with customers and suppliers. It is therefore become important for business owners and marketers to understand how social media work as a communication and marketing tool and how they can significantly grow their businesses. The study investigate the effects of social media on small business in delta State. This was done by determining the major activities underlying the entrepreneurial development in Nigeria, the contribution of social media to business progress and effects of adopting social media platform on small business. The study adopted a survey research design. 200 Questionnaires were administered to the business owners in two local government within the states out of which 193 were retrieved. Chi-Square were used to analyze the quantitative data that was collected with the aid SPSS. The results of the study have been presented in tables and figures for easy interpretation. Among the result reveals from the study are: there is a positive and significant effects of the adoption of social media platforms on business activities of the selected small business, Social media has open up more business opportunities and reduce the overall coast of business operations. The study recommends that to better increase business results, small business owners must understands their digital needs or take help from expertise to save time and help achieve success online. all starts within a small budget also Presence on Facebook, and other social media channels such as Facebook, Twitter and WhatsApp etc., is highly recommended to small business to reduce their overall cost of operations. It was concluded that the use of the social media contributes to the growth of small businesses.

Keywords: *Social Media, Adoption, Environmental Variable And Small Business*

I. INTRODUCTION

Entrepreneurial development all over the world and especially in Nigeria is a must to national economic growth and development. Apart from being the best approach to further diversify the nation's economy from her mono-economy status, it is also crucial to poverty eradication and employment generation. In fact, it has been affirmed to be the bed rock of nation's industrialization and the beginning of new era (Ogundele, 2007; Akinbola, Ogunnaike and Tijani, 2013). Entrepreneurship itself has a long history and can be dated back as far as 17th and early 18th centuries with the popular work of Richard Cantillon and Adam Smith but was largely ignored theoretically until the late 19th and early 20th centuries and empirically until a profound resurgence in business and economics in the last 40 years (Ebbena and Johnson, 2006; Shane, 2003).

In modern society, businesses have taken different forms in terms of ownership, available resources, management and control and all these have informed the definition of a small scale business. Meanwhile, the experience of many developing economies like Nigeria has shown that small and medium scale enterprises (SMEs) can meaningfully contribute to the attainment of the national economic objectives (Abu & Ezike, 2012). Small scale businesses in particular have the potentials to achieve development objectives such as output expansion, employment generation, income redistribution, and indigenous entrepreneurship promotion and technological advancement among others (Abu & Ezike, 2012; Ogujiuba, Ohuche, & Adenuga, 2004).

The contemporary organizations, small or big, now operate in the external environment characterized by intense global competition, technological innovation and change. This setting has the need for businesses to take initiatives, embrace risk, stimulate innovation and cope with



level of uncertainty associated with external business factors such as technological innovation and change (Emangholizadeh, Borghei & Matein, 2011). Hence, this has led to the emergence of new media of marketing communications (Kotler & Keller, 2012) beyond the expectations of average entrepreneurs including the small business owners in recent times. The current trend toward social media as a new form of marketing communications with consumers is part of the change.

It is therefore not an understatement that the idea behind social media is far from groundbreaking (Kaplan & Haenlein, 2010). In fact, it is a new form of marketing communications that have revolutionised the modern business communications and marketing practices across the globe (Kotler, 2012). The concept of social media has indeed generated confusion among scholars and practitioners (Kaplan & Haenlein, 2010) but one can trace its evolutionary development from the origin till date to be able to appreciate its relevance to the small scale businesses. According to Kaplan & Haenlein(2010), social media has really passed through different stages of development before the popularity accrued to it today. In their own account, social media started in 1979 by Tom Truscott and Jim Ellis from Duke University as the 'Usenet' representing a worldwide discussion system that allowed Internet users to post public messages. It became popular about 37 year ago, when Bruce and Susan Abelson founded 'Open Diary,' an early social networking site responsible for bringing together online diary writers into one community (Kaplan & Haenlein, 2010). This led to the creation of 'weblog' which also truncated as 'blog' a year later when one blogger jokingly transformed the noun 'weblog' into the sentence 'we blog'. With the increasing high-speed Internet access, social networking sites such as MySpace (in 2003) and Facebook (in 2004) were created and consequently, the term 'Social Media' was coined and became popular as it is used by all today. It has witnessed the most recent addition, with the advent of the so-called 'virtual worlds,' a computer-based simulated environments inhabited by three dimensional avatars (Kaplan & Haenlein, 2010). The new dimensions have added LinkedIn and several other social platforms like Twitter, Whatsapp and the rest.

Among the observed challenges include finding alternative replacement for physical distribution of goods and contacts with consumers via virtual interactions and even intimacy through social media platforms like Facebook and LinkedIn or Whatsapp (Jones, Borgman & Ulusoy, 2015). Besides, social media has created a lot of

countless opportunities for small businesses as they spend less on marketing communications and do not need to bother themselves on the required financial resources to reach out to their numerous customers using other traditional marketing communications tools (Jones, Borgman & Ulusoy, 2015). From the foregoing, it is clear that social media has brought some challenges and opportunities to small scale businesses today (Kaplan & Haenlein, 2010). Moreover, small scale businesses must learn to use social media to their best advantage simply because of its far-reaching impact. Consequently, the concern of this study was to examine the effects of social media on different aspects of business operations of those businesses categorized as the small scale businesses, using selected small scale businesses in delta State, Nigeria as a case study.

1.2 Statement of the Problem

The fact that small and medium scale enterprises operating in Nigeria side by side with large scale industries portend certain advantages from its small size. Nevertheless, the growth of small businesses or SME sub-sectors generally has been adversely affected by several factors as a whole but the case of small scale enterprises is aggravated and far more sharply because of their precarious defense mechanisms. One of the significant problems facing the small scale businesses is lack of marketing abilities and necessary skills to deploy modern technologies to reach out to its wide range of customers.

Besides, the complexity of the modern market conditions and poor locations of their sale outlets further restrict their ability to analyze and cope with the changing trends in the market place. Some small scale firms do not even have the financial muscle to compete favourably. These include what it takes to install new technologies, hiring and offering the same wage rate compared with large scale firms to attract best skilled workers to help them deal with the emerging issues arising from the technological change and adoption of new innovations such as social media platform to reach out and compete better.

Poor adoption rate of technological innovations may have contributed to their lack of access to sources of funding. The situation facing most SMEs in Nigeria gets worse by the inadequacy of infrastructural facilities thereby hampering industrial growth of SMEs in Nigeria. Could new technologies mean some progress for the SME sub-sectors in Nigeria? Do they stand to benefit a lot if they embrace the technological change brought by



the social media networking sites? What impact would the adoption of social media platforms have on the general business operations of the small scale businesses and their owners? Obvious gap exists in providing answers to these puzzles and many more in the existing literature on the effects of social media on small scale businesses in Nigeria. This further stresses the need for the study to examine the effects of social media on small scale businesses in Nigeria, using some selected small scale businesses in Delta State as a case study.

OBJECTIVES OF THE STUDY

The objectives of the study include

1. To appraise the role of social media, as an environmental variable, in modern business enterprises, especially its contributions to their business progress in times;
2. To evaluate the effects of the adoption of social media platforms on business activities of the selected small scale firms.

Research Questions

1. To what extent has the social media contributed to the business progress in Nigeria and beyond?
2. Does the adoption of social media platforms have any significant effects on business activities of the selected small scale firms?

Statement of the Hypotheses

The following hypotheses were formulated to guide the study

- 1 Social media has significant role to play in the business progress in Nigeria and beyond.
- 2 There is a significant effects of the adoption of social media platforms on business activities of small scale firms.

II. LITERATURE REVIEW

Social media

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Users typically access social media services via web-based technologies on desktop computers, and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablet computers). When engaging with these services, users can create highly interactive platforms through which individuals, communities and organizations can share, create, discuss, and modify user-generated content or pre-made content posted online. They

introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of "technoself" studies. Social media differ from paper-based media (e.g., magazines and newspapers) or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, interactivity, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a Newspaper which is delivered to many subscribers or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites are Baidu Tieba, Facebook (and its associated Facebook Messenger), Gab, Google+, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, Twitter, Viber, VK, WeChat, Weibo, What sApp, Wikia, and YouTube.

Small business

Small businesses are privately owned corporations, partnerships, or sole proprietorships which have fewer employees and/or less annual revenue than a regular-sized business or corporation (wikipedia). Businesses are defined as "small" in terms of being able to apply for government support and qualify for preferential tax policy varies depending on the country and industry. Small businesses range from fifteen employees under the Australian *Fair Work Act 2009*, fifty employees according to the definition used by the European Union, and fewer than five hundred employees to qualify for many U.S. Small Business Administration programs. While small businesses can also be classified according to other methods, such as annual revenues, shipments, sales, assets, or by annual gross or net revenue or net profits, the number of employees is one of the most widely used measures (Investopedia).

Small businesses in many countries include service or retail operations such as convenience stores, Small – grocery store bakeries or delicatessens, hairdressers or tradespeople (e.g., carpenters, electricians), restaurants, guest-houses photographers, very small-scale manufacturing, and internet-related businesses such as web design and computer programming. Some professionals operate as small businesses, such as lawyers, accountants, dentists, and medical doctors (although these professionals can also work



for large organizations or companies). Nappi and Vora (1981) determined that the definition of small businesses fluctuated from state to state suggestions that there needed to be a basic set of criteria such as number of employees or annual income, used nationally to create standards by which government agencies could identify small businesses. This opened the door for more effort in the definition

The next attempt to provide a definition was presented by Ang (1991) who stated that small business is defined as private, undiversified, lacking limited liability, and entrepreneurial. In this definition, the company would not be led by a management team rather it would be a sole proprietor or general partnership with room to grow. An additional attempt to define small business was presented by Drinan (1995) stating that the number of employees should be less than 100 in manufacturing and less than 20 in construction or service industries. There is little rationale for this definition. Osteryoung, Newman, and Davies (1997) presented a new definition of small business stating that a small business must meet three criteria, "(a) it must be measurable and observable, (b) it must be congruent with the market system, and (c) it must be meaningful" (Osteryoung, Newman, & Davies, 1997, p. 4). The authors also supported the idea that a small business should not be publicly traded and would be personally guaranteed by the company owner. In 2001 Valker, Phillips, and Anderson attempted to provide yet another definition of small business as any company that is represented by the "degree of development and access to capital" (p. 11). Essentially, this means that a small business has limited access to funding beyond personal savings, family, and local banks.

Social media and small business

Social Media Is Changing the Traditional methods of Presence. The traditional techniques of marketing using print and electronic media along with Internet marketing and lead generation were used to drive traffic to a business and its website. As search engine algorithms evolve, website owners have to stay on their toes to make sure their website is constantly updated with relevant and current information to prevent being devalued in search results (Shea B 2016). Today, social media like, Facebook pages, Twitter accounts, and YouTube channels are being seen as sites in their own right to mark their presence. Social Media Allows Businesses to Crowd-source Idea ,before you launch a new product or service, one would like to have some ideas about what people think about it. So by

engaging with prospects and customers via social media, one can actually ask the fans and followers what colors they prefer or what types of features they want (Abu B& Irshad A.2012). Thus one can involve consumers in valuable free market research, by asking their opinions and can help establish credibility by showing that their opinions matter. After seeing their ideas becoming a reality, business has more than likely just increased their customer base. Social Media Allows you to Keep An Eye On Competition, Businesses are changing marketing strategies based on information they find in social media feeds from their competitors. By keeping an eye on competitors, their strengths and weaknesses can determine their marketing efforts. This gathered information helps to implement things that might be needed to improve such as social media campaigns, contests, giveaways or types of content the followers may be responding to the most. Social Media Allows Business to Be More Transparent, the process of taking a prospect to the point of becoming a customer has slowed down somewhat due to consumers' awareness. People want to buy from those companies who have established credibility and who seem to be totally transparent in their advertising campaigns. Social media is changing people's "opinions of businesses. By providing messages that are open, transparent, and helpful, social audiences will learn that your business cares about its customers and potential customers. One can position their company as a valuable resource by simply sharing information like advice, tips, or just answering questions about the industry.

POSITIVE EFFECT OF SOCIAL MEDIA ON SMALL BUSINESS

Faster Information

Thanks to digital media, companies can get their information out to the public faster than ever. Instead of printing inserts and waiting for the Sunday paper to announce their sales, companies now can let the world know about an exciting promotion through email, social networking, their websites and Internet ads. However, digital media can spread bad information about a business just as fast as it can spread good information. A video or camera taken with a cell phone or a Facebook status update featuring a company secret or faux pas can go viral within minutes, leaving a business's reputation damaged when business before digital media would have been able to clear up the mess long before it went public.



Greater Reach

Digital media means businesses can reach more customers than ever before. A simple promotion featuring a giveaway or a freebie can earn a business hundreds or thousands of Facebook fans and email and text message subscribers, meaning that the business can send a message to these consumers with just a touch of a button. However, digital media also means that those consumers can reach back. Through negative comments to your Facebook page and other social networking sites, like Twitter and your blog, customers can use digital media to take a complaint that would have otherwise been between the two of you world- wide.

Technology

Using digital media means using new technology both to create and support the media. New technology can be an asset for your business. When you adopt smartphones and laptops in order to use digital media, you also can positively influence other areas of your business. For example, such mobile technology makes communication among employees much easier. However, new technology is expensive, and sometimes it does not have the positive effect its champions think it will have. For example, "Information Week" notes that a number of companies gave its employees home computers when the Internet first became popular hoping that those employees would be a positive influence for the company online. However, the program really ended up causing support and tax problems for the companies and employees.

Options

Thanks to digital media, businesses now have many more options that they can choose from when seeking to get word out about their businesses. Instead of choosing among a TV or radio commercial or a print advertisement, they can now create media that is a combination of audio, visual, text and interactive media. This mixed media can appeal to a larger audience with differentiated preferences. However, it is also more costly to keep up with the ever-changing technology and may require the creation of new strategists who can think and create digital.

GRATIFICATION THEORY

Gratification Theory was propounded in 1974 by Elihu Katz, Jay Blumler and Michael Gurevitch. "The theory was developed to explain why audiences do not passively wait for media

messages to arrive, but actively and deliberately seek out forms of content that provide them with information that they need, like and use" (Kur, 2003:34). Folarin (2005: 65) observes that the theory perceives the recipient of media messages as actively influencing the effect process, he selectively chooses, attends to, perceives and retains the media messages on the basis of his needs and beliefs. This 42 implies that "members of the public will actively select and use specific forms of media content to fulfill their needs and to provide gratifications of their interests and motives Defleur & Dennis (1994:559). The uses and gratifications perspective takes the view of the media consumer. It examines how people use the media and the gratification they seek and receive from their media behaviour. Uses and gratifications researchers assume that audience members are aware of and can articulate their reasons for consuming various media content (Wimmer and Dominick 2003: 403). Consequently, when applied to this study, social media allow for participation as they give the advertisers and customers the opportunity to interact with each other on a one-on-one basis. The implication is that business organizations or entrepreneurs who use social media are active as they willingly create their Facebook page or Twitter account. The business organization chooses social media as a means to fulfill their wants and goals over other sources. Basically, the business organization/entrepreneur sign up an account on Facebook or Twitter for a particular purpose. That is, the need to connect with customers to promote a product/service. For other users, it could be the need to connect inter personally with friends or the need to patronize a product/ service advertised on those social platforms or just to know an organization they are interested in the better. The assumption is that those who decide to patronize adverts on Facebook and Twitter may be doing so because of the gratification they hope to derive from those messages. While those who do not patronize the messages, may not have seen any gratification in the messages.

III. METHODOLOGY

The study employed the survey research design. The population of the study comprises of small business using selected business organizations in two (2) local government of Delta State. Sapele local government area and Okpe local government area were the selected Local Government Area in Delta State.Ten (10) small businesses were selected from each local government thus staff of the selected business forms the population of the study.



Table 1. Distribution of the Population

S/N	Names of local Government Area	Population of small businesses selected	Location
1	Sapele local government Area	10	Sapele
2	Okpe local government area	10	Orokpe
	Total	20	

Source: Researcher's Field Survey (2025)

The study adopted the convenience sampling method to determine the sample size, the researcher possessively selected Two Hundred (200) respondent from the Twenty (20) selected small business organization of which 10 staff was selected from each of the establishment giving the total of 200 respondents as the sample size for the study. The research instrument used in this study is the questionnaire.

IV. DATA ANALYSIS

The responses were analyzed using the frequency tables, which provided answers to the research questions. Hypothesis was tested using Chi Square Analytical tool A total of Two Hundred (200) copies of questionnaire were administered to respondents of which were returned and validated.

Table 2: Distribution of Questionnaire

Questionnaire	Frequency	Percentage
Sample size	200	100
Received	193	96.5
Validated	193	96.5

Source: Field Survey, 2025

Table 4.2.2 General Information of respondents

Demographic information	Frequency	Percent
Gender		
Male	83	43%
Female	110	57%
Religion		
Christian	163	82%
Muslim	30	18%
Age		
20-24	63	33%
25-29	100	52%
30-34	25	13%
35+	5	2%

Source: Field Survey, 2025

From the table above 43% of the respondent are male. 57% of the respondent are female. 82% of the respondent are Christian. 18% of the respondent are Muslim. 33% of the respondent are aged between 20-24years. 52% of the respondent are aged between 25-29 Years. 13% of the respondent are aged between 30 - 34years. 2% of the respondent are aged between 35 years and above.

QUESTION 1: What are the major activities underlying the entrepreneurial development in Nigeria in the last two decades?

Table 3:

Options	Yes	No	Undecided	Total
Inadequate capital for startups	193 (100%)	00 (%)	00 (%)	193 (100%)
Lack of advertising strategy	193 (100%)	00 (%)	00 (%)	193 (100%)



Poor power and infrastructure	193 (100%)	00 (%)	00 (%)	193 (100%)
Inconsiderate government policies	193 (100%)	00 (%)	00 (%)	193 (100%)
Mechanical system of promotion	193 (100%)	00 (%)	00 (%)	193 (100%)

Field survey 2025

From the responses derived in the table above, 100% of the respondent said yes. There was no record for No and Uncertain.

QUESTION 2: To what extent has the social media contributed to the business progress in Nigeria and beyond?

TABLE 4:

Options	Frequency	Percentage (%)
Very high Extent	70	37
High Extent	83	43
Low Extent	20	10
Uncertain	20	10
Total	193	100

Field Survey 2025

From the responses derived in the table, 37% of the respondent said very high extent. 43% of the respondent said high extent. 10% of the respondent said low extent. 10% of the respondent were uncertain.

QUESTION 3: Does the adoption of social media platforms have any significant effects on business activities of the selected small scale firms?

TABLE 5:

Options	Frequency	Percentage (%)
Yes	123	64
No	40	21
Uncertain	30	15
Total	30	100

Field Survey 2025

From the responses derived in the table, 64% of the respondent said yes. 21% of the respondent said No. 15% of the respondent were Uncertain.

TESTING OF HYPOTHESES

Test of hypothesis One

Ho: Social media has no significant role to play in the business progress in Small businesses in delta state.

TABLE 6:

Response	Observed frequencies	Expected frequencies (E)	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
VHE	70	48.25	21.75	473.06	9.8
HE	83	48.25	34.75	1607.56	33.3
LE	20	48.25	-28.25	-798.06	-16.4
Uncertain	20	48.25	-28.25	-798.06	-16.4
					10.3

Source: field survey 2025

Degree of freedom = (row-1) (column-1)
 = (4-1) (3-1)
 = 3*1
 =3

At 0.05 level of significance, given the above degree of freedom, table value of X2 (ie X2t) = 7.815.



The decision rule is

Accept H_0 if $X^2_t > X^2_{cal}$, and

Reject H_0 if $X^2_t < X^2_{cal}$

Thus, since the $X^2_t (7.815) < X^2_{cal} (10.3)$, we reject H_0 and accordingly accept H_1 . We conclude by accepting the alternate hypothesis which states Social media has significant role to play in the business progress in Nigeria and beyond.

Test of hypothesis Two

H_0 : There are no significant effects of the adoption of social media platforms on business activities of the selected small scale firms.

TABLE 7:

Response	Observed frequencies	Expected frequencies (E)	O-E	(O-E) ²	$\frac{(O-E)}{E}$
Yes	123	64.3	58.7	3445.69	53.5
No	40	64.3	-24.3	-590.49	-9.2
Uncertain	30	64.3	-34.3	-1176.49	-18.3
					26.0

Source: field survey 2025

$$\begin{aligned} \text{Degree of freedom} &= (\text{row}-1) (\text{column}-1) \\ &= (3-1) (2-1) \\ &= 3*1 \\ &= 2 \end{aligned}$$

At 0.05 level of significance, given the above degree of freedom, table value of X^2 (ie X^2_t) = 5.991.

To test our hypothesis, the decision rule is

Accept H_0 if $X^2_t > X^2_{cal}$, and

Reject H_0 if $X^2_t < X^2_{cal}$

Thus, since the $X^2_t (5.991) < X^2_{cal} (26.0)$, we reject H_0 and accordingly accept H_1 . We conclude by accepting the alternate hypothesis which states that adoption of social media platforms has a significant effect on the business activities of small scale firms.

V. Discussion of Results

In line with data analysis conducted in previous sections of this chapter and literature review in chapter two, pertinent outcomes of this study are discussed here in a bid to answer the research questions raised and hypotheses set.

Social Media and Business Progress

Based on the data analysis relating to hypothesis (H_{01}) the relationship between social media and business progress is significant, the effect of social media on the progress of small businesses in delta state is positive and statistically significant $X^2_t (7.815) < X^2_{cal} (10.3)$. This claim was supported by the result of the hypothesis testing done on it.

Social Media and Business Activities

Based on the data analysis relating to hypothesis (H_{02}) two, the relationship between social media

and business activities of selected small firms in delta state is positive and statistically significant $X^2_t (5.991) < X^2_{cal} (26.0)$. This assertion was corroborated by the result of the hypothesis testing done on it.

VI. SUMMARY OF FINDINGS

The main purpose of the study is to investigate the effects of social media on small scale businesses in Delta State, Nigeria. It examined activities underlying the entrepreneurial development in Nigeria with special reference to the business activities of small scale businesses in Delta State in the last two decades. It appraised the role of social media, as an environmental variable, in modern business enterprises, especially its contributions to their business progress in times. It evaluated the effects of the adoption of social media platforms on business activities of the selected small scale firms. The study adopted a survey research design. 200 Questionnaires were administered to the business owners and their staffs in two local government within the states out of which 193 were retrieved. Both descriptive statistics (mean, frequency and percentage) and Chi-Square were used to analyze the quantitative data that was collected with the aid of SPSS. The results of the study have been presented in tables and figures for easy interpretation.



VII. CONCLUSION

Social media marketing is important because it aligns with the way consumers make purchasing decisions. Increasing numbers of consumers are using internet services and research to carry out preliminary product and price research before making final decisions. Social media marketing enables to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing. Marketing products through social media costs less than marketing them through a physical retail outlet. Social media marketing enables more personalized offers to customers by building a profile of their purchasing history and preferences. Most entrepreneurs use social media marketing to build communities around their businesses. Findings from the study: there is a positive and significant effect of the adoption of social media platforms on business activities of the selected small business, Social media has opened up more business opportunities and reduced the overall cost of business operations.

VIII. RECOMMENDATION

The following recommendations were made:

Organizations should embrace social media advertising since it has the potential of reaching their target market. They should see the platforms as good avenues to market their products, counter negative perception about their products/services and attend to their customers and potential customers online, incorporating social media (Facebook, Instagram and Twitter) as part of their marketing strategies,

There is need for Organizations to develop engagement strategies and learn how to operate through these new channels. Intending advertisers should formulate their social media strategies; appoint social media managers to manage their customers online before carrying out a social media campaign and invest the quality time required in social media advertising to be more successful. Opening a Facebook and Twitter account that is not interactive is apparently not the best.

Those business organizations who are yet to register their presence on Facebook and Twitter because they are skeptical about the medium should embrace change bearing in mind that every innovation has its own peculiar challenges, thus social media have come to stay.

REFERENCE

[1]. Goodie, O. (2010, July 24). Facebook marketing and socio economic network.

Retrieved September 26, 2010 from <http://enWikipedia.org/wiki> Facebook marketing. How to use facebook for business: an introductory guide. Retrieved from (<http://www.facebook.com/hubspot>).http://EzineArticles.com/?expert=TJ_Corruthersusted. <http://www.facebook.com/press/info.php?timeline>.

- [2]. Hubspot's social media marketing team case study: how social media generated revenue. Retrieved from marketing@hubspot.com.
- [3]. Kaplan, A.M & Haenlein, M. (2010). Business horizons article. Retrieved from <http://www.wikipedia.org/wiki> business-horizons articles. Kridler, K. (2004). Online advertising growth outpacing TV, print marketing. Retrieved August 4, 2010 from www.the-daily-record.com.
- [4]. Lauren, D. (2010, July 30). Nigerian president shows the world how politicians should use Facebook. Retrieved from <http://enWikipedia.Org/wiki> politics.
- [5]. Louise, K., Gayle, K., & Judy, D. (2010). Avoidance of advertising in social networking sites: the teenage perspective. *Journal of Interactive Advertising* Vol.10 (2) jiad.org/article129.
- [6]. Mayfield, A. (2008, August 1). What is social media? Retrieved February 17, 2010, from [icrossing: http://www.icrossing.co.uk/fileadmin/uploads/ebooks/what_is_social_media_icrossing_ebook.pdf](http://www.icrossing.co.uk/fileadmin/uploads/ebooks/what_is_social_media_icrossing_ebook.pdf).
- [7]. McGiboney, M. (2009, March 18). Twitter's tweet smell of success., blog.nielsen.com, http://blog.nielsen.com/nielsenwire/online_mobile/twitters-tweet-smell-of-success/. Morrissey, B. (2011, April 13). Twitter starts promoted tweets' ad system. Retrieved June 28, 2011 from <http://businessonline.co.uk/tol/business/industrysectors/technology/article/6831287.ece-4>.
- [8]. Ofose, G. (2010, July 24). Facebook marketing and socio economic network. Retrieved September 26, 2010 from <http://enWikipedia.Org/wiki> Facebook marketing.
- [9]. Papworth, L. (2010, February 15). Ipad scam on facebook. Retrieved February 20, 2010, from Laurel.
- [10]. Parr, B. (2010, October 11). Facebook, twitter and the two branches of social media [OP-ED]. mashable.com, <http://mashable.com/2010/10/11/facebook-twitersocial/>.



- [11]. Paul, T. (2010, October19). One third of small businesses use social media. Retrieved From www.realwrteweb.com
- [12]. Porterfield, (2010). Third of Small businesses uses social media Retrieved September 3, 2010 from www.rwesponse.com/release/rel-display.php
Razorfish (2009, August). Digital brand experience study for your review. Retrieved from <http://feed.razorfish.com/feed09/the-data>.
- [13]. Robards, B. (2010). Randoms in my bedroom: negotiating privacy and unsolicited contact on social network sites. Prism 7(3) Retrieved from <http://www.prismjournal.org>.
- [14]. Robin, W, (2010, January 21). Marketers embracing social media marketing in a big way. Retrieved October 4, 2010 from <http://alterian.com>, or techronch.com/2010/01/2/alteria-social-media-study.
- [15]. Sandberg , S (2010,July 6).The role of advertising on facebook retrieved,27th January 2011 from http://en.wikipedia.org/wiki/Social_media_marketing.
- [16]. Shu-Chuan, C. (2011).Viral advertising in social media: participation in facebook groups and responses among college-aged users. Journal of Interactive Advertising. Vol. 12 (1) <http://jiad.org/article151>
- [17]. Siegler, M.G .(2010, November 20). New twitter now showing full conversations in the side pane. Retrieved from techcrunch.com, <http://techcrunch.com/2010/11/20/twitter-conversations-pane/>.
- [18]. Smith, A. (2010, December 9). Who tweets? Retrieved from pewresearch.org, <http://pewresearch.org/pubs/1821/twitter-users-profile-exclusive-examination>. Social media definitions. Retrieved September 9, 2010 Retrieved from http://enWikipedia.org/wiki_social_networking, <http://en.wikipedia.org/wiki/mud>.
- [19]. Stagno Z, M.C. (2010). Use of social media by future university students Bachelors thesis. Industrial Engineering & Management, Faculty of Management & Governance University of Twente Enschede, The Netherlands. Retrieved from <http://www.utwente.nl/mb/actuee/arch.ef/2010/final-report-Mark-Zick-stagno.pdf>.potential.