Beat: Technology

SOCIAL MEDIA SUMMIT - LEADERSHIP AND INFLUENCE

LEADERS, NEW MUSES?

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USPA NEWS - Influence Everywhere and for Everyone? The Company will not escape this Movement. In a World where the presence of Companies on Social Networks has become Essential for their Communication. New Trends, New Reflexes, Leaders take charge of the Image and the Message of their Company. For the First Edition of "Social Media Summit", organized by CB News and AmazingContent, you discover discover Governance at the Crossroads of Influence... Focus On "Advocacy Marketing!".

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Was held on Tuesday March 15, 2022 @ Kimpton St Honoré Paris, "Social Media Summit - Leadership & Influence - Are the Leaders new Muses" with Three Big Themes:

1 - Speeches & Myths
2 - The Return of Authenticity
3 - Awareness

Our growing love of Social Media is not just changing the way we communicate, it's changing the way we do Business, the way we are governed, and the way we live in Society. And it's doing so at Breakneck Speed. Across Industries, Social Media is going from a "nice to have" to an Essential Component of any Business Strategy. Social Media skills are no longer considered Niche. It's a Trend that is already spreading to Businesses beyond the Newsroom, whether it be because of Digital Marketing or New Customer Service Communication Channels.

Social media is transforming Banking Relationships in very significant ways, from improving Customer Service to allowing users to send Money to others via Online Platforms. The Health Industry is already using Social Media to change how it works, whether through Public Health Campaigns or Virtual Doctor's Visits. Civic Participation and Engagement has been transformed with Social Media: Social Media allows Citizens to be the Source of Ideas, Plans and Initiatives...

In the current Era of Technological Evolution, Social Media is over time appreciated by Companies Worldwide, which explains the fact that the Internet is perceived as a Demarcation to conduct their Business. It offers a Portal where Companies have the opportunity to reach a Large Audience and dodge Obstacles such as Time, Vacancy, Accessibility and Distance. The set of Social Networks, Facebook, Instagram, Youtube, LinkedIn and others, contribute greatly in the mode by which Internet Users locate, explore and share Information about new Brands and Products.

The one with which the Internet has been accepted by the People of the World, the one with which Social Networks have undergone a Mutation and have become the Main Use of the Web, the one through which Smartphones have become the most important Tool for entering the Network, the one through which Innovative Habits and New Behaviours are emerging.

Consumers' Trust in Brands is at an all-time low, and the Social Media Sector has a lot to answer for. Why? Because while Social Media Channels offer Marketers endless opportunities to reach New and existing Customers, to Users, they're Places that are dominated by 'Influencers', sponsored Content, Fake Followers, Fake News and Fake Likes. So it's hardly surprising that Customers are losing Faith and switching off. People are increasingly looking for Content from Sources that they can trust, so how can Marketers gain the Loyalty of today's savvy and cynical Consumers?

Demonstrating Authenticity on Social Media is pretty simple in theory, it's all about showing the Real Side of your Brand or Business to your Followers. Far from being another Buzz Word, Authenticity in the Social Media Realm represents a rejection of the fake and deceptive qualities that have defined Social Media Marketing for the last few years. Additionally, displaying Authenticity on Social

Media is important because Social Media feeds provide a great place to build up a Unique Picture of a Brand. Often, Feeds can help potential Customers get a first impression of your Brand, so the more Authentic your Content, the more likely they are to take interest and engage.

Source: Social Media Summit - Leadership & Influence, Are the Leaders New Muses?
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