



# The Advantages and Disadvantages of



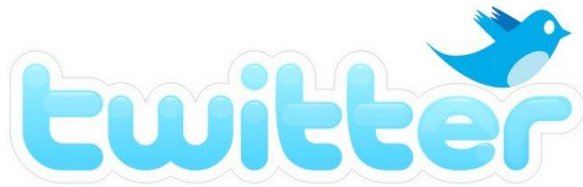
Advantages	Disadvantages
Massive audience	Unfocused audience
Accepted method of communications	Few controls on communicating
Easy to create content	Lack of branding of content
Can reach large numbers of clients	Mostly focused on consumer sector
Easy to relate to people	Can waste time chatting to unknowns
Low costs to set up and use	High time costs required to manage
Simple to set up marketing campaigns	Users don't like marketing campaigns
Can target specific demographics	Can be low numbers of required demographics

## Conclusion

Facebook is massive and has value in helping boost and promote brands and organisations, in particular those which are consumer facing. However, in order to gain the most from Facebook, from a business perspective, a considerable degree of management is required to target the right people and engage with them. This is a hidden cost of Facebook and is a resource that many businesses do not take into account.



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Advantages	Disadvantages
Easy to use	Difficult to manage without specialist software
Massive audience potential	Unfocused audience
Able to react quickly to events	Need to constantly monitor
Can send private messages to people	People have to follow you to get private messages
Can use the system as a promotion tool	People tend to ignore overly promotional items
Able to automate the sending of messages	Too much automation removes personalisation
Conversations are possible and easy	Need to be constantly online and monitoring
Can have several accounts for specific purposes	Extra time needed to manage multiple personas

## Conclusion

Twitter is undoubtedly a popular communications tool for providing relatively instant updates, thoughts and information. It is also a useful way of holding conversations with relevant individuals, such as actual or potential clients. However, to get the most from Twitter you need additional software. Furthermore, Twitter activity is short-lived and hence you need to monitor the system regularly throughout the day, eating up time resource. Although Twitter is free and easy to use, it does have a hidden cost in terms of the management time it requires.



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Advantages	Disadvantages
Excellent business networking focus	Most users only use it for profile, not networking
Potential for finding new business leads	Precise controls on search need paid upgrade
Ability to create focused groups for discussion	Few people actively engage, most just watch
Private groups can be used for customer contact	You need to spend time managing private groups
Wide range of connection features	Many features are hidden and not obvious
Has several useful services to gain new business	Requires specific training to get the most out of it
Can find and connect with useful people	Can be overwhelmed with too many connections
Excellent profile and recommendation system	Need to regularly update your entries

## Conclusion

LinkedIn is excellent for business lead generation and business networking. It is also a highly valuable tool in finding suitable suppliers and partners. However, much of the value of LinkedIn is relatively hidden and the complex array of features means it is not completely intuitive, therefore requiring either investment in training or in time to learn the system and to be able to use it well. Furthermore, to ensure that you gain the maximum from LinkedIn you need to regularly update your entries and participate in the group discussions. LinkedIn therefore has a hidden cost in terms of time required to operate it successfully.