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(Ans-1)

The summer Olympics 2012 is just about one month away and social media campaign and marketing have started to increase user involvement and promotion of Olympics. The most significant contribution made towards these activities is Companies, who incorporate this event into their marketing campaigns and product portfolios. According to Great Britain House of Commons (2010), it is important to consider the trademark and copyright issues before starting Olympics campaign as sometimes Olympics management does not allow their six rings logo to be utilized in any form of social media marketing. The following social media tools can be used to effectively market Olympics to general public.

Building Communities:

The most useful method to drive interaction among the public is to post Communications by use of events in 2012 Olympics. A community can be set in the company's profile where public will discuss their opinions. Trivia questions can be asked about current Olympic events such as who will win the Gold medal in Synchronized swimming? Prizes can be given for correct answers through lucky draws or users can also be asked to post photos from Olympics and win company products or trips.

Users can be provided with an outlet to discuss and share their views such as Face book, Twitter and Google + can setup a large community. Face book has setup a social media stadium through which users can access pages for certain sports, teams and athletes that will be part of Olympics 2012.

Other social media tools include Emails/ Newsletters, through which the Olympic Organizing Committee can send messages or emails to general public creating awareness regarding the event and offering to reserve the tickets. Micro Blogging is the most effective social media tool where communities can be developed and conversations can be held between Olympian fans presenting their own views (John, 2012). Creating Pages on websites such as Twitter and face book posting ‘tweets’ will assist International Olympic authority (IOC) to share their presentations and sell tickets for various events across the globe as there are billions of users of these websites.

Video posting websites such as You Tube will allow sharing of videos presented by athletes or other sports person participating in Olympics 2012. These videos might include athletes sharing essential fitness tips for their followers. The Targeted audiences through these websites are Youth and they comprise major percentage of global population and considered as audience of Olympics. Social Hun Athletes can be launched which will focus on athletes expanding their fan base and helps in Branding. The Hub is previously successful in attracting great number of audience.

Many Businesses can offer additional services to attract more audience at Olympics. Hotels might be located near the stadium for easiness of visitors. Hotels can also offer transportation services for visitors during the Olympic Games. Online tickets can be sold and discounts might be offered for prompt purchase. The daily sports along with their timings can be published on most ranked websites. The daily results during the events might also be published. Giveaways based on Olympics can also be incorporated into social media as it focuses on current events. Raffle copter is a type of giveaway tool where blogs can be written.

(Ans-2)

Nestlé's policy towards social responsible activities focuses on fields that are central to its business strategy, helps the society and also boost the shareholder's wealth. The chairman of Nestle Peter Brabeck is against the policy of corporate philanthropy as it misuses the shareholder's money. He views that companies shouldn't be utilizing shareholders money without their approval or agreement. For example the maker of Nescafe, one of the Nestle product focus on three areas helping farmers to boost the productivity level, developing nutritious products and reducing the water usage. The Philanthropic and socially responsible activities can be discussed under two areas.

Stakeholder Engagement:

Some local and International forums concerned with Nestlé's stakeholders include Health and wellness, nutrition, education & access, auditing & disclosures, marketing practices, public policy issues and food safety.

Nestle has founded associations such as Nestle Nutrition Council and Nestle Nutrition Institute to deal with problems of Nutrition in the world. The safety requirement of food is dealt through global and national forums such as International Food & Beverage Alliance (Marion, 2007). Nestle give donations to charitable organizations such as Red Crescent societies and International Federation of Red Cross. Nestle has developed standards for reporting and Benchmarking purpose.

Community Engagement:

Nestle has focused on creating shared value across agricultural material sourcing and factory operations. It involves specific initiatives such as risk assessment of impact created by company's operations on local communities. Focus is given towards human rights in countries

such as Nigeria, Colombia, Sri Lanka and Angola. The Nescafe Plan, Nestle Cocoa Plan and Responsible Sourcing Programme include community level responses regarding the impact of Nestlé's operations. Nestle respect the rights of local communities and indigenous people by obtaining consent before using local copyright material and it has published Nestle Commitment towards Deforestation and Forest Stewardship.

Nestlé's environmental policies focus on promoting good farming practices, using natural refrigerants in warehouses and preservation of natural resources. Water is given the upmost priority by Nestle. Water related projects are developed to decrease water consumption of wastage and protect water from pollution. Nestle also aims to avoid spread of chemicals and protect wildlife. The company is also offering educational programs to its workers such as Adult Based Education Training (ABET).

The corporations are adopting deceptive practices that lead Customers to think that they will get more than they actually realize. The corporations are criticisms in marketing practices such as Packaging, promotion and pricing. These include falsely advertising, incorporating additional features and performance and highly charging the product (Rajan, 2005). Some corporations are also facing ethical concerns over their marketing practices such as non recyclable packaging or using inferior quality material that might harm the children. Many Corporations have to face these challenges and counteract through focusing on philanthropic activities. This will help in regaining the confidence and trust of customers. This will also attract socially responsible customers who are willing to pay premium prices for the products. The negative publicity created by the media can be counteracted by gaining the support of government through investing in socially responsible projects.

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