SOCIAL MEDIA FOR SUCCESS IN THE 21ST CENTURY – HOW DO YOU IDENTIFY YOUR BRAND

R. Siddharthan[*] and Samuel Rajkumar[**]

Abstract: Technological advancements, such as wireless technologies, ubiquitous computing and the increasing adoption of mobile technologies, allow millennials to connect anytime and anywhere, in seeking and take pride in the form of instant gratifications with refresh of constant notifications, steady stream of chat messages, assuring likes & dislikes, and looking forward in their life with reassuring weight of smart phones or tablets in their hands all the time. The question now is, "How and How much one should be active in social media?". Dealing with the demands of everyday life has left millennials more confused, overwhelmed and stressed out than any other generation. So it's all social media's fault? Well, maybe. The very idea of having one's private space to oneself is soon turning into a myth. Most of us share more about our lives on virtual 'private' spaces, than doing so in the real scenario.

In the networked social world, if you don't toot your own horn, nobody else will. So detailing your achievements have to done at the right level, way especially when you are updating your profiles in social media else it could back fire on you. This article helps you in understanding the need to develop a strong personality and clearly define what you stand for and how you want to be perceived, you risk adapting and changing endlessly to be all things to everyone, before you find you're nothing to no-one.

Keywords: Social Network, Millennial Generation, Connected Learning, Social Login, Social Login Trends, Identity Crisis, Social Media Identity.

INTRODUCTION

By 2020, the millennial generation (loosely defined as any adult born after 1990) would have surpassed Generation X to become the largest workforce. Technological advancements, such as wireless technologies, ubiquitous computing and the increasing adoption of mobile technologies, allow millennials to connect anytime and anywhere, linking remote places, resources and people via social media platforms. This pertains not only to people from urban but also increasingly to rural and remote areas.

Thanks to the technological advancements, this generation seek and take pride in the form of instant gratifications with refresh of constant notifications, steady stream of chat messages, assuring likes & dislikes, and looking forward in their life with reassuring weight of smart phones or tablets in their hands all the time.

While the workforce from millennial generation is accustomed to being part of multiple social networks, where they learn and develop themselves by being part of a very highly networked community or multiple communities. For the millennials learning and diversity in the future proposes Personal Learning Environments are

[*]   Research Scholar, VIT Business School, VIT University, Vellore
[**]   Director – Placements & Training, VIT University, Vellore

constructed as a person moves in and between the physical and virtual spaces. This merging of physical and virtual spaces extends the experience and bring in new information that create opportunities for learning to occur at the networked spaces like the social media.

LITERATURE REVIEW

Baroness Susan Greenfield, a professor of pharmacology at Oxford University, in her book Mind Change: How digital technologies are leaving their mark on our brains (2014), the all-pervading technologies that now surround us, and from which we derive instant information, connected identity, diminished privacy and exceptionally vivid here-and-now experiences. In her view they are creating a new environment, with vast implications, because our minds are physically adapting: being rewired. What could this mean, and how can we can control, rather than being controlled by, the new technological advances to create better alternatives to learning and development thus creating an Identity for the newer generation.

THE CURRENT SCENARIO

Based on study of login data trends at Janrain.com (Q3-2014), a question arises about how many online accounts does one have? Besides work accounts, almost all of internet users have accounts for one or multiple sites likeFacebook, Twitter, Instagram, LinkedIn, Pinterest, Amazon, Microsoft, eBay, Yahoo, Apple, Google, ESPN.com (for leaving comments), banks, local utilities and a growing number of newer social media companies. Here are some recent statistics based on study on login data trends at Janrain.com (Q3-2014).

- Nearly 3 in 5 have 5 or more unique online passwords
- 30% have 10 or more passwords
- Almost one in 10 has a whopping 21 or more individual passwords
- Generation X are likely to have more unique passwords than their younger counterparts; people age 55 or older on average have 8.2 passwords whereas millennials (18-34 year olds) only average 6.7
- Adults age 35-44 average 8.7 unique passwords and those 45-54 have 8.4 on average
- Men age 45-54 have the highest average number of unique passwords at 9.8

While the growth in new social networking users and new services continues to accelerate, the question now is, "How and How much one should be active in social media?". Dealing with the demands of everyday life has left millennials more confused, overwhelmed and stressed out than any other generation. They're allegedly the narcissistic "selfie" generation. Today we live in a fast-paced world,

moving onto the next thing just to stay engaged and up-to-date where millennials get a rough deal. On one hand, they're ridiculed for their raw ambition. On the other, they're attacked for being lazy and lacking initiative.

Millennials - The Most Stressed Out Generation!

Baroness Susan Greenfield, in her book Mind Change: How digital technologies are leaving their mark on our brains (2014) has stated that Facebook and Twitter have created a generation obsessed with themselves, who have short attention spans and a childlike desire for constant feedback on their lives. She also believes the growth of Internet "friendships" as well as greater use of computer games could effectively "rewire" the brain.

This can result in reduced concentration, a need for instant gratification and poor non-verbal skills, such as the ability to make eye contact during conversations, she said. "What concerns me is the banality of so much that goes out on Twitter. Why should someone be interested in what someone else has had for breakfast? It reminds us of a small child (saying): 'Look at me Mummy, I'm doing this', 'Look at me Mummy I'm doing that'. It is almost as if they are in some kind of identity crisis. In a sense it's keeping the brain in a sort of time warp."

In May 2014, Government of New Zealand (Department of Education) in their report on developmental program on how to create Future-focused learning in connected communities, they recognize the necessary digital competencies as essential foundation skills for success in 21st century society. Digital technologies change the way students learn, the way teachers teach, and where and when learning takes place. Increasingly, mobile devices equip students to take charge of their own learning in a context where learning occurs anywhere, anytime, and with access to a wealth of content and interactive tools. Digital technologies can excite and engage educators, students, and communities in learning. The problem is that stress seems to come hand in hand with this. According to a study conducted in 2012 by the American Psychological Association, (http://www.apa.org/news/press/releases/stress/2012/generation.pdf) Millennials are more stressed-out than any other generation.

Dr Victor Kwok, Psychiatrist at Sengkang Health, Singapore (2016), explains that "Stress is Normal," and some stresses help to increase our productivity. But while stress can keep us focused and motivated during times of pressure, such as during a job interview, excessive worrying can become debilitating. "Anxiety disorders are different from normal worries," explains Dr Kwok. "People with anxiety know they worry excessively but they cannot stop." And it's not just the worrying that's a problem. "Anxiety can also cause serious health issues like insomnia, tiredness, irritability, difficulty concentrating and muscle aches," he explains.

So it's all social media's fault? Well, maybe. We're constantly judging and being judged by others and comparing our circumstances with seemingly perfectly lived and highly edited existences in the social media. "It can be stressful for millennials dealing with this social media landscape," says Dr Victor. "And for those who use social media excessively, the studies show that it's correlated with poorer mental health."

But being constantly glued to their mobile devices only gives them the warped illusion that they are "with" their friends. Despite being more connected than ever, they're also more alone. Many feel the need to be always available, and smartphones and chat apps mean we're never really "off".

Identity Challenges Abound

The Internet's and social media's thirst for more access credentials seems to keep growing. Why? Because the major technology and social media companies don't want to give up what they know about you and your habits. They want to sell targeted advertising for the accelerating surge of mobile applications, and they need to get to know you better to make that happen.

Put another way, do we actually believe that Facebook will let you use a Microsoft (or Google or Apple or Amazon) profile to sign-in to their services? I don't think so. The main reason is that these companies want to get to know you better - your actions, friends, habits, likes and buying patterns. They will never "outsource" this core function. The last thing they want to do is let a rival control your profile.

For example, think about how Amazon uses what they know about our buying habits to recommend other products or related items. Their profiles on us go much deeper and farther today than five or ten years ago. And the data they have on each of us continues to grow as they add products and services we use.

Even local retail stores and online supermarkets want us to have mobile apps with accounts to send e-coupons while we're shopping. Dedicated e-payment companies and banks are talking about e-payment apps on your smartphone. Just add another password or two, but don't forget that security professionals tell users not reuse passwords.

Google, for example, allows one login across all of their services from Gmail to YouTube. Microsoft has tried for years to get customers to use their passport system across multi-vendor Internet services with some minor success.

Also, while many new social media sites allow us to use Facebook or LinkedIn to login for the first time, you need to agree to give up personal information such as your contacts, preferences and other private items from Facebook to the new company in the process. Many stop and wonder: How will all my data be used by this app? Instead of clicking to proceed, many users decide to open a new account

with a new username, another password and a new profile to access that hot new social media app.

First, they want to know who you are. Second, learn what you like. Third, determine your habits. Fourth, figure out your personal values – and what makes you tick. All of this requires them to collect even more data.

The digital data leftovers across various social media platforms, leaves us with an identity challenges not just in our professional life but also in our personal space. Digital footprints also create a very thin line of separation between our privacy and security.

The very idea of having one's private space to oneself is soon turning into a myth. Most of us share more about our lives on virtual 'private' spaces, than doing so in the real scenario. We have our sets of school friends, college friends, neighborhood acquaintances, Facebook friends, Twitter followers, and the list goes on. The order mentioned in the previous line may draw some smirks, but also a realization that our lives are moving on to the social space that the likes of Facebook, Twitter, WhatsApp and the others are carving out.

HOW TO CREATE AN IDENTITY FOR YOURSELVES

One of the most pressing need for everyone in social media is the desire and imminent urge to start a conversation, to get people talking about you in a new way. While this has always been the case in some respect no matter what the communication method, in social media platforms this conversation has become instantaneous and more importantly, public. Every time you write a tweet, an update on your Facebook Page, it is your attempt to start a conversation among your followers. Every time you do this you need to think about the kind of conversation you want to start. Do you just want it to be something fun, focused completely on your identity or purely information gathering? The importance of this kind of activities mustn't be overlooked. Every single time you write an update in your social channels, it is a reflection on your personality and identity. If there's no consistency here, there's no consistency in your identity your followers get confused about what you stand for, or what they can actually get out of investing their time in you.

The millennial generation becomes easy target for manipulation due the way they project their identity across the various social media platforms, based on their affinities, and multiple sets of likes and dislikes. While the millennials are very much principled with their own set of values, but they are less likely to pursue a job they hate irrespective of the money they can make on that job. With many surveys being done with hiring managers, the following can be considered by working millennials if one wants to be successful in a networked community so that they can create an Identity for themselves.

In the networked social world, if you don't toot your own horn, nobody else will. In a new survey from Linked in, 46% of the workers say they don't feel confident of detailing their achievements even if they meet their most dreamt employer. You can be so charming in a 20-minute interview only to a level because, employers check your social media profiles before this. So detailing your achievements have to done at the right level, way especially when you are updating your profiles in social media else it could back fire on you.

Ideally your social media profile should sell you online rather than brag your achievements. To do this,

1. Share your passion – Tell your story so that your achievements show how you have built your career over the period of time or your passion to do the job.

2. State the facts – Let the results you have achieved in your career glare at the people who looks at it, and remember you don't want anyone to catch you for your lies.

3. Don't compare – In today's socially active and collaborative world, you don't want to project yourselves to be a stand-alone player but an active team player.

FUTURE DIRECTIONS

The future of social media is an active topic of discussion in schools and businesses around the world. It cannot be ignored, but there does not seem to be a definite direction. With no technology leader to guide or to create a unified path for others to follow, the future of social media will be segmented, its value being determined by how practical and profitable its applications are, and no one will be able to predict or willing to take responsibility for the direction it is moving. Having to cover a wide range of topics and area, needs detailed study especially among the millennial generation which is the largest users of social media.

CONCLUSION

When you enter into social media networks you don't just enter into a network where you have to use different media or techniques to spread the message, but where you need to be an active member in these sites and deal with all the good - and bad that this brings with it. To succeed your brand identity must develop a strong personality, just as you would like to be known for in your work place or in your personal life. Sure there are going to be people that bully you and call you names, but, there needs to be a consistency in the identity you develop and the messages you create. If you don't develop a strong personality and clearly define what you stand for and how you want to be perceived, you risk adapting and changing endlessly to be all things to everyone, before you find you're nothing to no-one.

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