INTRODUCTION

1.0 Advertising

According to Advertising Association of the UK, Advertising is defined as communication with the users of a product or service. Advertisements are message paid for by those who send them and are intended to inform or influence people who receive them.

1.1.1 Paid form:

Advertising could not be given for any cost as it is not an action of self boosting, transmission or gossip. There is no free in advertising. If it is free, then the concept and meaning of advertisement is vanished. Advertisement is an act of well planning which is to be paid for scientific and systematic workout.

1.1.2 Non-personal presentation and promotion:

Advertising plays a vital role in communicating a message about a product and services. So, advertiser chooses a proper suitable media to communicate their message to target audience and market. In this communication, producer i.e., manufacturer and end consumer should not have any direct relationship or contact.
1.1.3 Ideas, goods and services:

Advertisement is not only a vehicle to communicate the message about products/services to the people. But, it is also used to promote social causes among public. In many ads, they are promoting their products as well as seeking donations for children’s education, rising funds for needies who suffer by natural calamities, creating awareness for diseases such as AIDS, TB etc.

1.1.4 Identified sponsor:

A manufacturer who is well-known for public/consumer who is communicating a message about his product/service through advertisement is known as identified sponsor.

1.1.5 Controlled:

In advertisement there is a broad range of diverse between advertisement and publicity. When comparing advertisement and publicity, advertisement is controlled fully by the advertiser while the later is not controlled by the advertiser. In advertisement, the advertiser decide and fixed the message what they want to communicate, even choose type of media, their target audience and also choose the time to which they want to advertise their product. But in case of publicity, nothing can be controlled by the advertiser.
1.1.6 Mass communications Media:

The very objective is to reach the mass by pulling out advertising from door to door or selling in person in high speed through mass print and visual media.

1.1.7 Persuasive Act:

The core aim of advertising is to penetrate the message in the heart of customer with some effective communicating techniques to change his behavior to turn towards the producer idea for its promotion.

1.1.8 It is not neutral; it is not unbiased:

It is a business promotional technique intended to help for the advertiser’s profit.

1.1.9. Competitive Act:

To balance and win the competition and race of products, the quality and price should be comparatively better than the other company. and justification should be taken to the customer through proper advertising technique.
1.1.10. Informative Act:

The very objective of advertisement is to initiate and induce the customer to an attempt of purchase through proper message about the product, cost, uniqueness. Its important role is to create awareness among the public about launching of new products, its uniqueness and how it will be useful for the consumer.

1.2 Scope of Advertising:

Without advertising, nowadays, nothing happen in this world. Advertising is having a bright time in marketing trade. It has its own form, system and functions.

Message:

The advertisement contains information about particular product. The advertisement may be print or visual, tempt the foreseeing customer in a psychological way towards the product.

Media:

While selecting proper media for advertising three points should be keeping in mind. (1) cost   (2) Capacity and (3) type of customers.

Traditional media of advertisement is said to be as printing media such as magazines, pamphlets, newspapers and posters. Because when compare to
print media, television and radio are high expensive medias and are not convenient for small firms to advertise.

Figure 1.1 Types of Advertising media
1.3 Merchandise:

There are many companies having same product and features. The advertisement may compare the advantages and should not criticize the competitor’s product.

1.4 Advertising function:

Advertisement itself cannot sell a product but it promotes the fast selling of a product by making known about the product.

1.5 Advertiser:

The advertiser helps the customer and general public to make the customer to know about the advantages and disadvantages of the product. He controls the advertisement content to benefit the society.

1.6 Objectives:

Advertising has certain main objectives to promote, increased sales, making awareness and interest, to keep the established product, introducing a new product, helping the intermediaries. The core objectives of advertising is to convince the customer to pull and stands with the product to which the advertisement done.
1.7 Activities:

Activities that come under advertising are global communication, carrying information, increasing impressions and building the brand image. It is to build the positive relationship with the customer. These activities should be done by advertiser regularly and effectively.

1.8 Art and Science:

Advertisement is an excellent art of creativity and act as a device of effective and objective communication with professional scientific technique.

1.9 Online Advertising:

Internet marketing is nothing but marketing done via internet, also known as web marketing, e-marketing or online marketing. It is mainly meant for its cheaper form of medium to reach mass people at a time without spending more money when compare with other forms of media. It is also famous for its uniqueness of receiving immediate responses from public even if it is good or bad. It has a wider scope such as e-mail, wireless media. It also manages customer data digitally as well as ECRM systems.

Website marketing is having its own choice of media, design, planning, development of advertisement, choosing type of advertising as well as increase in sales. They are not meant for promoting a
product/website by posting ads on particular web pages. It also need an effective strategy and technique to improve their sales and to reach their goals by means of fixing a right form of design, media and advertisement.

Online/website advertising is termed as a form of promotional method which uses internet as a vehicle/medium to reach or communicate their messages to a mass public. Online advertising nowadays includes various advertisements in social networking sites such as facebook, youtube, twitter. Other types of online advertisements are banner ads, classified advertising and e-mail marketing.

One of the major benefits of website advertising is its un-limitation in coverage of geographical area and time. It can help to reach global audience at a time all over the world. It also helps the advertiser to spend less investment on these advertisements to reach global audience. It allows advertisers to give advertisements customized form in posted websites. Some forms like yahoo search marketing like that induce advertisements to shown on their web pages when searched by people on particular web pages. Even they can allow the advertisements along the search results of related keywords. Internet marketing not only post banner advertisements on their websites but also makes people to enrich their knowledge, about products/services and also it helps in improving the brand image of a particular product/service.
More frequently used methods of internet advertising are as follows.

1. Banner ads: These are simple ads. They usually appear either at the top portion or bottom side of the screen. The name itself shows that it covers nearly 75% of screen space. The size of these advertisements is measured in pixels.

2. Tickers: These advertisements are not only appears on a particular area of screen it will move all around the screen. It appears like a dialogue box with buttons. It usually appears on the screen as an alert message.

3. Superstitial: It looks like an animated advertisement. It usually appears like a TV advertisement thus it uses flash, 3D images or videos to make it itself like Television advertisements.

4. Interstitial: If we are searching anything in a particular web page, it will sometimes take time to load. To fill the loading time, these interstitial advertisements are appear on the web page. Once clicking it, it will automatically redirect you to the actual website.

5. Pop-up advertisements: Pop-up advertisements appear front of popular web pages at the time of loading. Without viewing these ads, one can’t access the particular site. Mostly these ads are nowadays sold for independent entrepreneurs who used these popular company sites to increase their business. Best example for this type of advertisement is Amazon.com
6. Pop-under: These advertisements are not appear front of any web pages they usually appears behind the actual website page.

7. Transactional ads: These advertisements are popular among advertiser nowadays because of its nature of not making oneself to leave the site but still explore the advertised offer.

8. Roadblocks: Roadblocks are compulsion advertisements make people to view compulsory before moving into a actual website page.

9. Rich media ads: These ads will move, talking ads, it will beep or flash. These kinds of ads require more capability for processing and will be like a filmed commercial.

10. Floating ad: These ads are float across the user’s screen space above the viewed content.

11. Expanding ad: These ads can change size and web page content.

12. Polite ad: These ads appear not as a large one. Instead it breaks into small pieces to avoid user to disrupt to content he/she viewed.

13. Wall paper ad: It changes web pages background.

14. Video ad: Here, instead of using non-moving or cartoonist like images, actual videos are displayed. These kind of advertisements mostly used in TV. Now many advertisers used it for online advertising too.
15. Map Ad: Like text messages or in a graphic form appears in Google maps while searching for a location.

16. Mobile ad: Nothing but similar to a SMS send to the user. It may be either text or multi-media message.

Apart from these types of advertisements, advertisements contain audio or streaming video is very popular.

1.10 SOCIAL MEDIA AN INTRODUCTION

Social media is defined by Kaplan and Haenlin (2010) as “a group of internet based application that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content”. In particular, social networking sites is referred to “web based services by which individual are permitted in a) constructing a semi public or public profile b) forming a list of users to share a connection and c) viewing and traversing within the system, their list of connections(boyd and Ellison 2008,P 211).”

It is very complicate to single down the definition of the social media. But it is argued by many people that it is a marketing tool using some methodized means with other technological concepts and techniques for achieving particular or specific goals in the case of personal, companies and more even organization.
As the basic or fundamental purpose of social media is to share, anything and everything among ourselves the same may also be defined as an electronic form for interaction among people.

It is made possible for a single person to communicate around the world with hundreds and thousands of people with the invention of internet based social media.

Online discussions is explored by social media for people in creating a content, book marking it, sharing it and networking at a vast speed.

To present oneself and to advertise one’s product and services to interested individuals as well as dynamic communities, almost all types of social media provide ample opportunities (Roberts and Kraynak, 2008)

For allowing consumers to post, dig, tag, blog etc., a variety of applications are available in social media. This content, a creation of social media is a resource, newly generated for online information to be used by consumers for creating and spreading and desiring to educate about products, services, brand and problems with each others. (Xiang & Gretzel 2010)

Facebook, Twitter, Digg, Linkedin My space and Google + are some examples. Social media became the trendsetter. Because of its easy way of usage, speed and high reach. In topics that range from environment, technology and politics to entertainment. As far as users spread is concerned, social media are presumably self promoting. Because its viral
quality, the social media becomes an appealing tool for businessman for marketing their product and services (Xiang & Gretzel 2010)

In marketing, Social media is now developing phenomenon. Marketers are now beginning to accept and understand the importance of social media as a non-avoidable component for their marketing strategies and campaigns in reaching out to consumers. Promotions, professional and technical intelligence in marketing, sentiment observations and research, public relations, communications for marketing, product and consumer or customer engagement are some of the sub disciplines of marketing that are widely used by social media (tanuri 2010). Each social media platform namely blogs, online communications & discussions has a positive impact on marketing performance. So, the relative importance and their inter – relatedness is vital to understand (Stephen & Galak 2009)

Furthermore, the web consumers are highly motivated to by the use of social media. 70% of social media users are engaged in online shopping, is the state of social media (Neilson, 2011) just with a few finer clicks, consumers can get what they wish to buy by accessing online websites.

Social media marketing also has a negative impact on consumers and marketers, although it imparts huge befits to them. Because of tis ease way of getting access to information, many risks and cybercrimes are there undoubtedly, due to lack of monitoring and control. We will discuss further
in detail, the advantages and disadvantages of social media in the coming chapters.

The use of web based and mobile technologies in turning communication into an interactive dialogue is termed as “Social media”. Social media is a superset social interaction media beyond social communication, social media has enabled to substantially in changing the way of communications among the organization, communities and individuals by its ubiquitously accessible and scalable communication techniques.

Social media exhibits itself on different forms such as magazines, internet forums, web blogs, social blogs, micro blogging, wikis, podcasts, pictures, videos rating and social bookmarking.

A classification scheme is created by Kaplan and Hesulien for different social media types, by applying a set of theories in the field of media research (social media richness) and social processes (self-presentation, self-disclosure) in their business horizons article published in 2010.

According to Kaplan and Haelien, social media are classified into six different types. Collaborative projects (Eg. Wikipedia), blogs and microblogs (ex. twitter), content communities (ex. YouTube). Social networking sites (eg. Facebook), virtual game worlds (eg. World of worldcraft) and virtual social worlds (Eg. Second life).
Technologies include blogs, picture sharing, Wall postings, email instant messaging, music sharing, crowd sourcing and voice over IP etc., name a few. It is possible to integrate many these social media services through social network aggregations platforms. An overview of social media has been shown below.

It is possible for any person to publish any news and views via web using Social Media. The prime example of such Media is Digg. It is a Social news website. Important features of Digg are Facebook connect, Digs Dialog, Digs bar of Digg API (Application programming Interface). Any issue can be discussed by a person on Skype, Yahoo & Google talk apart from Bulletin boards. In keeping contacts and sharing information with other, Social Network is catching up fast. Another way of posting Messages online is Micro blogging. Twitter is one of the popular Micro blogging websites. Online live streaming videos are also available for the viewers to see.

1.11 Social Media: Description and Marketing implications:

Social Media is depend by Efrain Turban eta (2008, 810 – 811) is the volume Electronic commerce 2008 as “Online platforms and tools that people use to share opinions and experiences, including photos, videos, music insights and perceptions with each other”.

Liana Li Evons (2010, 16-21) researcher and Director for Social Media for Serengts Communications (a D C Based Online Marketing
Consulting firm) and Lon Safko (2010, 9) the author of the much acclaimed ‘Social Media Bible’ identify The Principal Social Media categories listed is Table 3.1. (For detailed definitions of listed categories see Appedix).

In connecting human beings with each other and making them believe each other to openly share their every Moments. Social Media serves as an effective technology based way.

One can explain the Social Media as conversation, exchange and user generated content. The core characteristics of Social Media is its level of interactivity as the word “conversation” is found most in literature reviews (Romero & Fanjual, 2010, P.126). “Companies have traditionally spent up to 90% of their marketing budget on advertising and retail promotions. Yet the biggest influence in purchasing decision is often other peoples recommendations” (Harvard Business Review, 2010).

1.12 HISTORY OF SOCIAL MEDIA

Whenever we think about Social Media, Face book and Twitter is the first thing that sparkles before us. But that is not the rend case. Probably both audio and visuals are the earliest means to send or receive Messages our long distances. Smoke signals during day and beacon fires during nights are generally used by the people of china, Greece and Egypt for communication. Beating drums is also used to extend human voice to a greater range. Horse riders and Horse – drawn wagers were used to carry Mail in Iran during 550 BC itself which may be taken as the first step in
establishing which may be taken as the first step in establishing regular postal system. We can gauge the evolution or the process of development of social media from the figure given below.

Figure 1.2 Evolution of social media
In the 18th and 19th century, the invention of telegraph in 1792, telephone in 1890 and radio in 1891 shows a new era of communication and reckoned as a break through period. New methods of telegram and letter transportations were introduced to cope up with the fast increase of express messages among business and financial organizations. To battle out the short comings in telegraphic network, the pneumatic post was introduced in pans. Then came the “internet” it and its growth and development marks the 20th century as the new era of communication and exchanges of messages are carried out digitally or via web. For social interactions and sharing different sites like Email, APPANET, VSEWNWT, BBS (Bulletin board system 1) IRC (Internet Relay chat), Listerv, Blogger, Six degree, Live Journal, Nap star, etc., are introduced.

1.13 FUTURE OF SOCIAL MEDIA

Current trends and future possibilities in social media are the tool of communication. A variety of avenues are being offered by the social media for us to communicate with people. It is a vital tool widely used in the field of Education. The nature of communication continues to change substantially in the last 30 years. For the people to keep in touch with each other, Email has had a profound roll. Response time is diminishing greatly due to shorter and more frequent communications. Short burst of communications forms one – on – one conversation to little news (or friric)
programs are transformed by the new technologies like twitter etc., where by just logging in, we can update whatever we want.

The awareness of our professional and social contact movements can also be increased by the potential ability of the online communication tools. For instance, updates of the things people in our known circle are doing art a specific period of time is offered to us by the wonder tool “Twitter”. Olive Thompson (2007) referred this phenomenon as social proprioception where the extremities of a creature are defined by the reception of stimuli produced within the organism. Social proprioception provides us senses of connectedness with are community and awareness of others by indirect communication. To connect with friends and relatives ad to build a sense of togetherness, Internet occupies a special place.

Using different varieties of media, an internet connected computer is set to be the locus point for a different range of interactions and a gateway or a means of entry to wide range of social spaces. Social networking sites like Face book and my space are widely reckoned by the users as online meeting spaces for interacting and expressing themselves with each other. For people who meet occasionally in conferences or meetings or friends who want only a few times in a year.

These social networking sites make it possible for them to keep in touch throughout the year. Another platform or forum for online communication cantering on sharing, preference and popular culture ion
sites like YouTube and Flickr. By browsing movies using YouTube or photos using Flickr, visitors can express their personal preferences and add commentary and use this for uploading their own creative work. YouTube is also used as a storage place or repository of popular culture. It is done in the form of newscasts, movies, music videos or television shows. Apart from centering on shared interests, this kind of interactions includes commentary based on popular pieces with the form of original or derivative works in addition to verbal commentary.

Since both social and professional interactions are possible, people prefer such forms of media. In this virtual world, users of these sites are attracted. So much towards then because of their easy and simple affordness in getting connections between the people apart from its simplex in checking back to see the comments added to their and involvement offered as attending a seminar or workshop.

1.14 SOCIAL MEDIA MARKETING

Social media is a user centered networking and social interactions which provides connection between manufacturers and consumers by offering personal channel and currency. According to Cha (2009), Social networking experiences has great significance as it influences attitudes towards shopping for virtual items, which gives hedonic experience for users. Cha also suggests that to combine social interaction, hedonic experience and emotional involvement SNS acts as Venues.
1.15 SOCIAL MEDIA MARKETING AND ITS FEATURES

For businesses to reach out to targeted customers easily, social media marketing provides a new trend and fast growing way. A simple definition of social media marketing is that it is an easily accessible platform for companies to promote its products through social media channels. This method of marketing may also be defined as expressed as a subset of online marketing activities, such as email newsletter and on the advertising campaigns that complete traditional web based promotion strategies. (Barefoot & Szabo 2010) A new term of exponential dissemination is injected by the social media marketing by encouraging users to convey or spread messages to their personal contacts, which leads to trust mass communication and mass marketing (Hafale, 2011).

New tools are being developed for business, in turn to this new approach of outreach and marketing. Official social networks sites introduced new analytic applications through which social media marketers are giving better now and get more and effective insight.

Difference social media sites are there, taking different forms containing different features. Undoubtedly, Face book seems to be the most common social networking site. It was launched in February 2004. It is owned by face book inc., it has over 900 million users. Before using the site, users must register with it, create a profile. They may add other uses as friends for exchanging messages including automatic notifications whenever
they update their profile (Face book 2012). Common interest user groups are there for users to join. They may category their friends in to two groups such as “people from work” “close friends “. The main mission of the face book is to give people the power to share and make the world more open and connected. Other network sites like twitter, Google plus and linked in are also working under the same principle.

Using social media, marketing take multiple shapes. In particular, the human “friend” concept is replaced with a brand protect or creating a page are groups, in the face book model. A user advertisers their own private network of contacts about their product or a company. This concept is extended to other forms of social media also. Twitter is combination of micro blogging and social network. Twitter, allows users to receive advertisements and small updates from their preferred producers. Opportunity is given to uses to involve real time sharing by twitter. In a tweet, the followers of the users can see usually no more than 140 characters.

The most popular and heavily used ones are the face book and twitter. But according to Kaplan and Heanlin (2010), as cited by Nick Hafale ( 2011), under the category of social media , they identified several other channels too, Which has unique advantages in the marketing field. Editable data sources or collaborative projects, such as Wikis are in particular shows to be the poignant avenues of contact. In fact, among consumer population,
these social media channels are quickly becoming the predominant source of information.

One more heavily used marketing forum, managed by organizations are individuals, is blogs. By sharing insider information, brand awareness is promoted by business, through blogs, updating new products to customers and also by providing links to maintain sales channels. Contests, special events or promotion by the businesses or brands are updated time to time to their fans and viewers.

Posting of comments and feedbacks is facilitated by blogs, allowing viewers to post their opinions and character to question the producers. Exchange of ideas is encouraged by this facility between the peers and this also leads to sincere discussions between the producers and consumers, which in turn gives opportunities to the companies to correct their default. Considerable need of the social media approaches is to ensure the highest chance of success using social media marketing. Need for diversifying a social media strategy for insuring messages to reach appropriate audiences.

1.16 ADVANTAGES OF SOCIAL MEDIA

Since the popularity of digital marketing is on the rise, to promote their services and products among the existing and potential consumers, many businesses are investigating the help than can be rendered by the social media. The way of advertising is transformed to a greater extent by the social networking like facebook and twitter. Directing customers towards
the social network pages more than their own web sites seems to be another approach by some businesses.

Reducing costs and enhancing reach is the primary advantages of social media. Comparing to face-to-face sales or sales through distributors, the cost of social media platform is typically lower.

In addition, social media marketing has the unique advantages of reaching to inaccessible customers due to temporal and location limitations. Three areas of advantage is provided by social media platforms in increasing reach and reducing costs for customers.

First, unlimited information is provided to customers without human intervention. Because of this, the amount of information is much greater than any other form of contact.

The form of information provided can be easily accessed and understood by the customers. The web based format is better than any other format where the choices are large and difficult. Interactions are created by social media platforms for individual customers, by customizing information, which allow customers to design their products to suit to the specific needs. Allowing transactions between customers, which require human contact, is the main advantage of social media platforms. For Example: Dell and Amazon.

To succeed in the field of social media marketing, one should understand its following five main advantages.
1.16.1 Cost Related

Comparing others, social media marketing has very low financial barriers. Not only to access but also for creating profile and posting information, most of the social media sites are free. Even for business use, some social media sites are free whereas it costs million of dollars in traditional marketing campaigns. Marketing campaigns can be carried out through social media sites within a limited budget, those who in need of your information voluntarily join or follow you, since sustained advantage and reaching their targets is possible with little or no cash investment. Facebook’s pay per click advertisements on sites are “geo-targeted” to reach the particular audience. Within a short time, information can reach a huge number of audiences, since the person who is reading your posts, has the capability within this network, to spread the news further.

1.16.2 Social Interaction

Creation of new forms and increase in social interaction is the notable phenomenon of this media. People spend more than quarter time online involving Emails, IM Chats, Social networks (communication activities) which is said to be equivalent to total time spent online for general leisure and entertainment. Social media marketing sites are the most popular internet destinations and hence they have become more persuasive (Burmaster 2009). Enlarging the pool of individuals in communication the social media leads to new ways for behaviors to be influenced. Advice and
information shared online are given great consideration by individuals and they spent more time on websites that consumer behavior studies. Buying decisions are directly influenced by such information, even though they are received from purely virtual sources. Social interactions aspects are directly related to the befits of new media usage (Kollock 1999; Arthur et al. 2006) cited by (Hafele, 2011).

1.16.3 Interactivity

According to Steuer (1992) cited by Ronald P. Hill and Nora Moran (2011), Consumers become more than just passive recipients of stimulation because of the interactivity of new media. Medicated environment in its form and content is modified in real time is the extent to which users participate is the broad description of interactivity. One of the defining characteristic of new media is the interactivity gives greater access of information apart from supporting increased user control and engagement with social media content.

1.16.4 Targeted market

Social media provide marketers with the ability to target audiences and consumers based on site users' personal interests and what their friends like. For example, list country music as one of your interests on a social networking site; you will most likely be seeing ads about country music concerts and artists. Some sites' advertising will also highlight which country artists your friends like to provide a personal connection. With such
"smart" marketing, and advertising, marketers effectively reach the people who are most interested in what they have to offer. Furthermore, social networking enables word of mouth to promote products beyond what advertising alone does (Hill, Provost & Volinsky, 2006).

Traditional marketing methods do not appeal to some segments of consumers. Some consumers apparently value the appearance of being on the cutting edge or “in the know,” and therefore derive satisfaction from promoting new, exciting products (Hill, Provost & Volinsky 2006).

1.16.5 Customer Service

Customer service is another crucial area for social media marketing (Helmsley, 2000). Sometimes website designers cannot avoid a certain degree of complexity in the architecture of a website. Therefore, it is necessary to have a thoughtful customer service system. Links to Frequently Asked Questions (FAQs) and links to online representatives are useful in order to assist customers in the selection or buying process. A marketer should not just offer online assistance. In many cases, it is more convenient for customers to call a company. Therefore, the use of a toll free phone number for customers should be considered (Gommans et al., 2001).

According to Gommans et al. (2001), Order fulfillment and rapid delivery systems are as critical to e-loyalty development as the other factors. A thoughtful logistics system that guarantees a fast delivery after the checkout process contributes to customer satisfaction, which in turn
contributes to loyal behavior. In addition to the speed of delivery, the logistics system should allow different ways of delivering products. Some customers prefer to get the product delivered by parcel services, like FedEx and UPS. Others might want to pick up a product in a physical store in order to have somebody to talk to (Gommans et al., 2001).

1.17 VARIOUS SOCIAL MEDIA SITES

Generally, Social media is classified into various types based on its functions. For example; Face book, twitter, YouTube, linked in, my space, Pinterest, Flickr, Instagram, Google+ etc.,

![Figure 1.3 Types of social media](image-url)
1.17.1 FACEBOOK

Facebook, the popular social networking site (SNS) used to connect people with friends, friends of friends and those who are all live around them. Facebook is to be used to stay in touch with friends, to post photos, share links and exchange of all other information. Registered users can only view the profiles of confirmed friends and the people in their networks. Users can customize and create their profiles with own photos, videos, and information about themselves in a creative manner. Users can browse the profiles of other friends and write messages on their pages. Every Facebook profile has a "wall," where users can post comments and write the status updates. The wall can be viewable by all the user's friends, wall postings are basically a public conversation. It provides an easy way for users to keep in touch and for individuals to have a presence on the web without needing to build a personal website. Users can send a private message to a person, which will show up in his or her private Inbox, it just similar to an ordinary e-mail message.

1.17.2 TWITTER

Twitter actually it means a bird, but it is a free social networking micro blogging service. It allows users to publish short posts. The short posts are called as tweets. Each tweet may not exceed the total of 140 characters. Registered members can post tweets and follow other users' tweets by using multiple platforms and devices. Unlike Facebook or
LinkedIn, where users need to agree social connections, anyone can follow anyone on public Twitter.

Tweets, it includes text content, photos, videos and hyperlinks. Tweets are having character restrictions too due to the constraints of Twitter's Short Message Service (SMS) delivery system. Tweets are generally delivered to followers in real time, they may see like instant messages to the novice user. But it is differing from Internet Messenger that disappears when the user sign out from the application, tweets are also posted on the Twitter website. They are permanent, searchable and viewable by all public. Anyone can search tweets on Twitter, whether they are a member or not.