

# THE EFFECTS OF ELECTRONIC MEDIA ON CONTENT CREATION & CONSUMPTION

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***Abstract:** This study looked at how Electronic media has transformed the way people consume media content and how it facilitates the exchange of ideas and information on a global scale, thereby bringing together like-minded individuals from diverse backgrounds. Two theories of; Media Ecology Theory (MET) and Uses and Gratifications were employed to guide the study. The study adopts qualitative research method to arrive at the findings. Findings from the study revealed that electronic media like; the internet, Google, facebook, instagram, YouTube, and television are the most used channels for content consumption. The study concludes that Electronic media has reshaped the way content is created, disseminated, and consumed. It however recommends contents such as images, videos, or infographics, to be repurposed in different formats, to appeal different types of audiences on different social media platforms.*

***Keywords:** Electronic Media, Consumption, content, content creation, Users.*

## 1.1 INTRODUCTION

The emergence of new media or digital technologies signals a potentially radical shift of who is in control of information, experience and resources” (Daniel, 2019). Thus, content creation encompasses various activities such as maintaining and updating web sites, blogging, article writing, photography, videography, online commentary, social media accounts, and editing and distribution of digital media (Yusti, & Wulan, 2021, P.54). This is as a result of the concept of Web 2.0 which has made easy the interaction between content creators and consumers thereby making the users to be more involved in the generation and sharing of content/ this is coupled with the amounts of user generated content, as well as the age and class range of users, that has risen up to 8% of Internet users in content creation and consumption (Amanda, Deborah, & Horrigan, 2004, p.34)

Traditional media like; Television and Radio have provided content in a one-directional manner, disseminating content created by a company or corporation to be consumed by passive viewers. The digital media provides endless opportunities for users to act as both consumers and creators of media content. Examples of interactivity on social media include posting a new photo to Instagram, commenting on a YouTube video, or “down voting” content on Reddit. Thus, according to Flew et al (2016, p.45), new media are digital, and are characterized by manipulatable, networkable, dense, compressible, and interactive. Electronic-media

Historically, this can be traced as far back as the 19<sup>th</sup> century when early pioneers like Samuel Morse developed the telegraph, enabling the transmission of messages over long distances (Smith, & Bullinger, 2017). The invention of the radio in the early 20<sup>th</sup> century further revolutionized

communication, providing a way to broadcast audio content to the masses. However, it was the advent of television that truly revolutionized electronic media. The first successful demonstration of a television system took place in the late 1920s. By the mid-20<sup>th</sup> century, televisions had become a common household appliance, significantly impacting how people consumed information and entertainment. Television brought images and sounds to life, bridging the gap between distant events and audiences. It played a crucial role in shaping public opinion, political discourse, and the spread of culture across borders.

The late 20th century saw the emergence of the internet, which had a transformative impact on electronic media. With the development of the World Wide Web in the 1990s, the internet became accessible to the general public, ushering in a new era of connectivity and information-sharing. Websites, online forums, and email opened up new possibilities for communication, research, and commerce (Alexander, and Benjamin, 2022).

The early 21st century witnessed the rise of social media platforms such as Facebook, Twitter, and YouTube, whereby social media became one of the most powerful tools for self-expression, networking, and spreading ideas. It provided a platform for citizen journalism, enabling ordinary individuals to report on events in real-time, often bypassing traditional media gatekeepers. The widespread adoption of electronic media has had a profound impact on society and culture. Let's explore some of the key areas.

Today, electronic media has not only provided a new dimension to our lifestyle, but has also led to the development of communication skills, and worldwide accessibility. The internet alone has democratized access to information. According to a 2011 study, the reason for creating content is to connect with users that are online. That is where it was discovered that, African-American users tend to create content as a means of self-expression (Flew et al, 2017).

## **1. 2 Statement of Problem**

The electronic media has played significant role in content recommendation, personalization, and data analysis, enabling media companies to cater to individual preferences and optimize their services. With the advent of smart phones, individuals can stay connected throughout the day in seven days, thereby breaking down barriers of time and distance. The trend of cord-cutting, where viewers opt for streaming services over traditional cable TV, is expected to continue. According to Buck (2021), the shift has given viewers greater control over their viewing preferences. Now, anyone with an internet connection can access a vast repository of knowledge on various subjects. News and information can spread rapidly through social media, enabling real-time updates on events and issues from around the world.

However, despite the widespread adoption of electronic media, there is still a digital divide that hinders access to information and opportunities for many individuals, particularly in developing regions. Bridging this gap is crucial for promoting digital media or rather electronic media as regard content creation and consumption. The pertinent question to ask is; how has the electronic media been able to promote content creation and consumption globally? This therefore means that; the broad objective of this study will be to explore how electronic media has transformed the way people consume media messages using the new media, the world over.

## **1. 3 Objectives of the Study**

*Specifically therefore, this study seeks to address the following objectives:*

1. To examine the influence of digital media on content creation and consumption
2. To identify various types of social media users and consumers.
3. To identify the type of content which are available for users.
4. To investigate the relationship between electronic media and content creation/consumption.

## **1. 4 Research Question**

1. What is the influence of digital media on content creation and consumption?
2. What are the various types of social media users and consumers?
3. Which media content is available for users?
4. What is the relationship between electronic media and content creation/consumption?

## **1. 5 Significance of the Study**

*This study is significant in multiple regards:*

First, the study will add to the increasing body of knowledge and a veritable source of document from which future researcher in the relevant field could draw background information (Wang and Daniel, 2022). Secondary, various areas by which electronic media have gone to smoothen the progress of content creation and consumption will be identified.

Above all, students of information and communication technology will find this material useful when carrying out research of this nature.

## **1. 6 Conceptual Clarifications**

### **Electronic media**

This refers to communications that utilize electronic devices and technology to transmit content to a wide audience. In this study therefore, electronic refers to various forms such as twitter, YouTube, television, radio, internet, podcasts, as well as mobile applications.

### **Content**

This refers to "something that is to be expressed through some medium, as speech, writing or any of various arts" for self-expression, distribution, marketing and/or publication. In this study therefore, content refers to programs that are Chanel to users via the internet.

### **Content creation**

In a survey conducted by Pew (2021), content creation is seen as "the material people contribute to the online world. In this study, Content creation is defined as the act of producing and sharing information or media content for specific audiences via the electronic media.

### **User(s)**

The word user in this study is meant to be casual name given to an individual who interacts with a website, online service, app or platform in any way. For example, the user of a website is someone who visits the site. The user of a mobile app is someone who downloads the mobile app.

### **Contentment consumption**

This refers to the way people utilize information from the social media platforms such as YouTube, and the internet.

## **2. 0. Literature Review**

Many scholars wrote on "the effect of electronic media on content creation and its involvement content creation and consumption. Scholars like MichaelWang, (2019), Daniel, Amanda; Deborah and John Horrigan (2021), have carried out research on the effects of electronic media, content creation and consumption, worthy to mention is a study by Schutz (2022), who investigated the influence of digital media on content creation in a journal titled; Content Creator Phenomenon in the Digital Age (Content Creator Phenomenon In Digital Era). Where he emphasized the benefits obtained from social media and content creators. According to Schutz (2019), content creators get the number of likes, followers, and profits from the brand. People get goods that are useful for their lives. Brands get sales profits purchased by the public. Findings from his study also revealed that most people see the forms of promotions and reviews made by content creators from references to lifestyle trends, food, fashion, art, gadgets and so on (Schutz, 2021).

## **THE EFFECTS OF ELECTRONIC MEDIA**

The electronic media has both positive and negative effects:

### **A. Positive effects**

- I. Electronic media has facilitated cultural exchange and globalization. Audiences from different parts of the world can now access content from various cultures, leading to a blending of ideas, values, and traditions.
- II. Television and streaming services have transformed the entertainment industry, allowing consumers to access a wide range of content on-demand.
- III. Promote cross-cultural understanding, leading to cultural homogenization.

- IV. Virtual Reality and Augmented Reality technologies have the potential to revolutionize the way content is consumed, providing immersive experiences in various fields such as gaming, education, and entertainment.
- V. Diverse tools of social media, such as Facebook, Twitter, Slide share and Blogs, have been the subject of increasing interest for content creation and consumption.

#### **B. Negative effects**

- i. The speed and ease of sharing information on the internet have led to the proliferation of misinformation and fake news
- ii. It is very challenging to distinguish between reliable sources and dubious ones in the era of social media, leading to the spread of false information.
- iii. Privacy invasion has become the inn thing, where digitization of personal information, data breaches, identity theft, and cyber attacks have become increasingly common, necessitating robust measures to protect users' data and digital identities.
- iv. Social media, in particular, is now linked to cyber bullying, anxiety, and depression, especially among young users.

#### **Types of Social Media Users**

According to Buck, (2021) the followings are types of social media users:

- Active social media user who prefers to fly under the radar, these groups of people are known as “Listeners”<sup>10</sup>.
- Compassionate heart and desire for change gives this type of social media user a knack for promotion and are commonly refers to as “The Activist”.
- Those that use the product to communicate with other users, otherwise known as the “Socializers”
- Then, the “Achievers” who usually focus on achievements within the product context.
- Lastly, the ones that try to experience as much of the product as possible, we call such people “The Explorers”.

#### **Others include:**

- i. Players
- ii. The Spammer.
- iii. The Social Butterfly.
- iv. The Troll.
- v. The Influencer.
- vi. The Early Adopter

#### **Types of social media content**

There are more than 100 types of content (including infographics, landing pages, tutorials, podcasts, amongst others (Alexander et al, 2021). See below.

##### **1. Text based posts**

These kinds of posts are like plain white bread — they’re easy and have their place, but can get boring after a while. So, think of creative ways to spice them up and add some personality and humor to your text-based posts. For instance, try incorporating jokes, puns, or funny anecdotes relevant to your brand or industry. You can also use emojis, and depending on the platform, play around with bold and italicized text, and various fonts to make your text-based posts more visually appealing.

##### **2. Blog posts and articles**

Sharing blog posts and articles from your own website is a great way to drive traffic and engagement. It allows you to showcase your expertise and establish your brand as a thought leader in your industry. When sharing your own content, make sure it aligns with your brand’s messaging and provides value (Alexander, 2021). You can also add commentary or insights to the shared content to provide additional value and spark conversations with your readers. Jetpack Social is a powerful tool that can help automate the process of sharing blog posts and website content on social media platforms such as Facebook, LinkedIn, and more. By connecting your Word Press site to Jetpack, you can easily set up automatic sharing of new blog posts and website content to your social media accounts. This can

save you a significant amount of time and effort, allowing you to focus on creating new high-quality content and engaging with your audience.

### **3. Images (and their captions)**

A picture is worth a thousand words, but a clever caption can take your social media content to the next level. It's akin to adding a dash of salt and pepper to your food — it can make a big difference. When creating captions for your images and photos, try to tell a story, convey a message, or ask a question that encourages engagement. This is also an opportunity to get your followers involved. Post a picture and ask *them* to write a caption and leave it in the comments. This can quickly turn into a fun and highly-engaging activity for everyone.

### **4. Stories and reels**

Short-form video content is all the rage these days — and for good reason. They give you a quick burst of energy and excitement. Plus, they're a great way to showcase your brand's personality. Try to keep your stories and reels short, sweet, and to the point. Use music, animations, and stickers to add some flavor to your content.

### **5. GIFs and memes**

Humor is a powerful tool in the world of social media, and nothing gets a chuckle quite like a well-placed GIF or meme. Use GIFs and memes that are relevant to your brand, industry, and audience. You can also create your own custom designs to add a personal touch to your content and stand out in the social media landscape.

**Pro-tip:** Sometimes memes and GIFs have a short shelf life. You don't want to use an image that's six months too late! And being an early adopter can pay off. If you or your team sees an opportunity while watching TV or browsing online, act quickly and post right away. Unlike promoting blog posts, you may not want to schedule memes and GIFs to repost months and months into the future.

### **6. Infographics**

Creating infographics that are easy to read and understand is crucial. This is achieved through the use of colors, icons, and illustrations to make the content more engaging. This is so because; infographics provide valuable information in a visually-appealing format. You can also use them to explain complex concepts or data in a simple and digestible way.

**Pro-tip:** Infographics are a great example of content you can update each year to keep content fresh with minimal effort. Once you have an initial design created, you can simply update the stats each year.

### **7. User generated content (UGC)**

Encourage your audience to create and share content related to your brand. Be sure to give proper credit to the UGC creators and ask for their permission before sharing their content. You can also hold contests or challenges to incentivize your audience to create more!

Social listening tools can help you spot people who have already naturally posted about your brand. Pick the best ones and reach out to them about using what they've created. Most people will be honored that you'd share their content, but you can offer a discount code or similar incentive if you need to.

### **8. Testimonials**

Testimonials should be both authentic and highlight specific benefits or results. Sharing customer testimonials can help establish trust with potential customers and showcase the value of your products or services. Thus, you can also include photos or videos of the customers to add a personal touch to the content.

### **9. Interviews**

When conducting interviews, prepare thoughtful and relevant questions, and provide context for your audience. If interviews are well received, you can start an entire series or podcast to continue the momentum. Always remember to use different methods to conduct interviews to enable you create an audio version with a podcast, add quotes to social media graphics, then, write a blog post with a nicely-edited summary and quotes from the interview, and design an infographic with top takeaways.

### **10. Demos and tutorials**

Make sure that the demos and tutorials are easy to follow and understand, and use visuals and step-by-step instructions to guide your audience through the process. Well-produced tutorials as part of a help section on your website can serve as marketing pieces for people seeking to better understand your offer before committing. They can also ensure a good experience for new customers, so you minimize returns or cancellations and maximize positive reviews and referrals. You can create both live and pre-recorded

demos of how your product works. These provide a less scripted way to showcase the benefits of what you have to offer than a highly-edited brand video or commercial. Doing live demos opens you up to mistakes, but can be much more engaging. They allow you to take viewer questions and immediately incorporate feedback into the demonstration.

### **11. Webinars**

Webinars offer an engaging way to educate your audience on a specific topic or product and provide a platform for real-time conversations. Make sure to promote your webinars in advance and provide clear instructions for joining. After the webinar, provide additional resources and information to keep your audience engaged. Webinars are often thought of as a business-to-business tool. However, any company can put on a webinar if it offers an opportunity to provide value to your audience, position your brand more favorably, and demonstrate how your products or services can benefit viewers. Usually, only a fraction of those who sign up for a webinar will actually attend. For this reason, an automated email follow-up program can help you maximize the impact you receive from subscribers who opted in to the webinar. **Pro-tip:** Webinars can take a lot of work. Instead of putting them on yourself, look for opportunities to speak on other brands' webinars to reach a new audience with less work. You might also consider partnering with a complementary brand or two, so you can pool resources for production, promotion, and speaker fees (bringing in a known guest can boost attendance, but is often costly).

### **12. Live streams**

The live stream here has to do with providing real-time updates, behind-the-scenes glimpses, or Questions & Answer sessions with audience through live streams are a powerful way to create engagement. Remember to announce the topic in advance, and interact with your audience throughout the stream. Some platforms may boost the reach of live content to help grow this part of the platform. So, going live may help you get in front of more people than normal.

### **13. Podcast episodes and audio snippets**

One way to grow a podcast is to have well-known guest panelists join your episode or appear on someone else's episode. This is where working with an influencer can lead to a multi-faceted campaign. Have them post about your brand, appear in some photos you can use on product pages and social media, and do an interview on your podcast to attract new listeners. Podcasts offer an opportunity to create long-form content and establish your brand's voice. Ensure that your podcast format and topic align with your brand's values and messaging. Using audio snippets from the podcast as teasers or promotional content for social media can also help you get the most from your efforts. People who take the time to listen to your podcasts are likely to have strong loyalty and a high lifetime value as a customer.

### **14. Quotes**

Providing inspiration and motivation to your audience using quotes is a simple yet effective strategy. You can create your own or feature famous words from important people throughout history. You can even quote your customers, reviews from your site, and employees!

### **15. Contests and giveaways**

This is another place where sales and promotions can take a back seat. Engage your audience and increase brand awareness by offering contests and giveaways. Ensure that your contests and giveaways have clear instructions and guidelines, so participants can avoid confusion. Partnering with other brands or influencers can also increase the reach of your contest or giveaway. If you sell a B2B product to those working in a specific industry, you could post business advice and inspirational quotes throughout the week to stay top-of-mind and encourage your customers. This will help further your goals without constantly bombarding followers with sales pitches.

### **16. Discounts and promotions**

Providing exclusive offers to your social media can help followers feel appreciated and also have a long sales process, giving coupon codes at the start might not yield results. However, providing discounts to social followers, who are further along in the sales process, may be enough to turn them from onlookers to customers. Limited-time offers can create a sense of urgency, encouraging action from your audience.

### **17. Quizzes, polls, and surveys**

Try as much as possible to engage the audience and gather valuable feedback by creating quizzes, polls, and surveys. Some social media platforms allow you to run polls and quizzes directly on them. They can be about something related to your business "which new design do you like best?" or something in

pop culture that's loosely related but gets eyes on your profile. However, for more detailed insights, consider something like Crowd signal. Crowd signal integrates perfectly with WordPress sites — it's built by the people behind WordPress.com — and makes it easy to create all kinds of surveys and understand the results.

### **18. Teasers and announcements**

Teasers and announcements can also be part of a larger marketing campaign to build momentum and create buzz. Give some clues, but require people to subscribe to your newsletter to hear the news early. This creates excitement *and* could help build your email subscriber base. Roll out special announcement graphics when the time is right, go live to break the news, or film a polished promo and release it to your social media followers before anyone else. Social media is great for building anticipation and excitement for upcoming products, events, or promotions. Teasers provide enough information to pique your audience's interest but don't reveal every detail. You could even release more clues each day for a period of time or have folks guess what the announcement will be about.

### **19. Ask Me Anything**

This has to do with connecting audience and providing them with a platform for open and honest communication. It means, going live on video or hosting a live chat through text. Be prepared to be a little edgy, honest, and even controversial with opinions to get interaction going. However, make sure to stay within the bounds of your brand guidelines and editorial standards.

### **20. Slide decks and presentations**

There are lots of ways to use these kinds of go-at-your-own-pace materials to educate followers and improve their perception of your products, services, or overall brand. Sales teams have long used slide decks to make convincing presentations for prospects. But an in-person meeting isn't the only useful place for these. Create easy-to-follow decks that can be shared on social media platforms. Allow people to browse through them at their own pace and include strong calls to action and clear next steps so intrigued followers feel confident reaching out to further their journey. These don't have to be all about sales, however. Release a five-slide deck featuring four new products and one great achievement from the past year. Put out a ten page presentation on improvements you made to sustainability efforts. Or share snippets about a new raw materials provider that brings new benefits for users.

### **21. Shop-pable content**

Turning social media into a sales channel and driving revenue for your brand can be achieved through shop-pable content. Ensure that your message is clear and concise, highlighting the benefits of your product or service. You can also use them to showcase new products or promotions, adding value to your audience.

Use these kinds of posts with influencer content so that people can see something they love and act right away.

### **22. Ephemeral content**

To create impactful ephemeral content, ensure that it provides value to your audience and is visually attractive. Pair this with a limited-time discount code for a quick boost in sales. Create ephemeral (short-term) content, such as Instagram or Facebook Stories, is a great way to create a sense of urgency and provide exclusive content to your audience. It's like having a limited-time offer — it creates a fear of missing out and encourages engagement because followers know they can't come back in a few days to view it again.

## **THE BEST PRACTICES FOR CREATING SOCIAL MEDIA CONTENT**

Now that we've explored the different types of social media content, let's take a look at some best practices for creating and sharing content on social media.

### **1. Leverage automation to create and post content**

Tools like Jetpack Social offer a range of powerful features to help you streamline your social media work and save time. One of the key features is the ability to auto-share your blog posts and website content on social media platforms. Once you connect your WordPress site to Jetpack Social, you can easily configure the settings to automatically share your new blog posts and website content on your social accounts. This means that every time you publish a new blog post or update your website, your followers will automatically be notified. In addition to being one of the best social media auto-posters Jetpack Social allows you to schedule your social media posts in advance. Plan

out your content for the coming weeks or months, schedule it to be posted at the optimal times for your audience, and rest a bit easier.

## **2. Know your audience**

Understand who your audience is, what they like, and what motivates them to interact with your brand. Use this information to create content that resonates with them and provides value.

*The following tips will help you better know your audience:*

- Use site and social media analytics. Website and social media analytics tools gather data on your audience's demographics, behavior, and engagement that you can use to better understand what content resonates with your audience and what topics or formats you should focus on. Jetpack Stats is a great option for basic information on your WordPress site. As you advance, you can utilize tools like Google Analytics and built-in data on social profiles.
- Monitor your competition. Keep an eye on your competitors' social media accounts to see what content is resonating with their audience. Use this information to identify gaps in your own content strategy, and incorporate what you learn into future posts.
- Conduct surveys and polls. Ask your audience directly for feedback and insights on their preferences and behavior. Surveys and polls can help you gather valuable data on your audience's interests, opinions, and pain points.
- Use buyer personas. Create buyer personas that represent your ideal customers based on demographic, behavioral, and psychographic data. This can help you create more targeted and effective content that resonates with your audience.
- Engage with your audience. Respond to comments and messages, and interact with your audience on social media. This not only helps build relationships with your customers, but also provides valuable feedback and insights for your content strategy.

## **3. Choose the right format**

Consider the type of content and message you want to convey, and choose the format that best suits it. For example, use images and videos to showcase products, and use polls or quizzes to gather feedback from your audience.

*Choose the right type of content and messaging by following these guidelines:*

- Experiment with different formats. Don't be afraid to try new formats and styles to see what resonates with your audience. Test out different types of content, such as live streams or Instagram Reels, to see what works best for your brand and audience. Once you've settled on what works, continue to experiment. What worked best last year may no longer be the right option for the months ahead.
- Keep it short and sweet. Social media users have short attention spans, so make sure your content is concise and to the point. Use visuals and headlines to grab attention and communicate your message quickly.
- Use storytelling. Use storytelling techniques to make your content more engaging and memorable. Create a narrative around your brand or products, or use user-generated content to tell authentic stories.
- Incorporate calls to action. Include clear calls to action in your social media content, such as encouraging visitors to sign up, comment feedback, or share their own content. This encourages engagement and helps drive traffic and sales.
- Use appropriate tone and voice. Consider your brand's tone and voice when creating social media content. Use language and style that aligns with your brand's personality and messaging, and avoid using jargon or technical terms that may confuse or turn off your audience.
- Use localization. Consider localizing your social media content to appeal to specific markets or regions. Use local language, cultural references, and images that resonate with your target audience.
- Use data and insights. Use social media analytics and insights to guide your content strategy and optimize your content for maximum engagement and reach.



#### **4. Use compelling visuals**

Visuals are key to creating engaging social media content. Use high-quality images, videos, or graphics that align with your brand's visual identity and messaging.

Here are best practices to follow when creating visuals:

- Use consistent branding. Use consistent colors, fonts, and design elements across all your social media content. This helps reinforce your brand's visual identity and creates a cohesive look and feel. You might consider creating brand guidelines and editorial standards, so others on your team can more easily contribute new content that fits in with your ongoing style.
- Optimize for different platforms. Optimize your visuals for various social media platforms, taking into account image and video size, aspect ratio, and resolution. This ensures that your visuals look their best on all platforms. A one-size-fits-all graphic might save a small amount of time, but will hurt your results and reduce your return on investment.
- Use user-generated content. Incorporate user-generated content, such as customer photos or videos, into your social media content. This not only helps showcase your products or services, but also adds authenticity and credibility to your brand.
- Use humor and creativity. Use humor and creativity to make your visuals stand out and grab attention. This can help make your brand more memorable and increase conversations with your audience.
- Use captions and text overlays. Use captions and text overlays to provide context and information about your visuals. This can help your audience understand your message and increase engagement.
- Use video. Use video to create dynamic and engaging content that showcases your products or services. This can include product demos, behind-the-scenes footage, or customer testimonials.

#### **5. Write engaging captions**

Captions provide context and additional information for your social media posts. Use them to provide value, tell a story, or ask a question that encourages interactions.

*Expert tips:*

- Keep it concise. Keep your captions short and to the point and make sure they're easy to read and understand.
- Use storytelling. As opposed to alt text which should briefly describe a visual for those who can't see it use captions to add to the "story" of the post, not just repeat what's already available.
- Use emojis and hashtags. Use emojis and hashtags to add personality and context to your captions. This can help your posts stand out and make them more discoverable on social media. This isn't appropriate for every brand or for every post, so uses some discretion with emojis.
- Provide value. Use captions to provide value to your audience, such as tips, insights, or information about your products or services. This helps build trust and credibility with your audience.
- Encourage engagement. Use captions to ask questions, encourage feedback, or invite your audience to take action, such as liking or sharing your post. This can increase engagement and reach on social media.
- Use a call to action. Use captions to include a call to action, such as visiting your website, signing up for a newsletter, or making a purchase. This can help drive traffic and conversions for your business.

#### **6. Use appropriate hash tags**

Hash tags can help increase the reach of your social media posts and make them more discoverable. Use relevant and specific hashtags that align with your content and brand.

Here are best practices to follow when using hashtags:

- Research and use popular hashtags. Research popular hashtags that are relevant to your content and industry, and use them in your posts. This can help increase the visibility of your posts and make them more discoverable to a wider audience. On platforms like Instagram, you can start by searching for a hashtag yourself and it will provide an estimated number of posts that have used that same one.
- Use niche hashtags. Use specific and niche hashtags that target your audience and increase the relevance of your posts. This can help attract more engaged and targeted followers.

- Create your own branded hashtag. Create your own branded hashtag that represents your brand and encourages user-generated content. They're great for building brand awareness and engagement and creating a sense of community around your brand. Remember, though, branded hashtags are unlikely to increase your reach for new followers.
- Use a mix of hashtags. Use a mix of popular, niche, and branded hashtags in your posts to reach a wider and more targeted audience. This will contribute to increased visibility and interactions.
- Don't overdo it. Use a moderate number of hashtags in your posts, and avoid overusing or spamming them. This can hurt the credibility of your brand and decrease engagement with your audience.
- Use hashtags on different platforms. Use hashtags on different social media platforms, but be aware of the varying hashtag trends and practices. For example, Twitter and Instagram have different character limits and hashtag usage, so make sure to adjust your strategy accordingly.
- Test and optimize. Test different hashtags and strategies to see what works best for your brand and audience. Use social media analytics to measure the performance of your hashtags and optimize your work over time.

#### **7. Encourage engagement and UGC**

Interact with your audience by responding to comments and messages, and encourage UGC by holding contests or challenges. This not only increases engagement but also helps build a sense of community around your brand.

***To encourage engagement and user-generated content, consider these action items:***

- Ask questions. Use your captions or posts to ask questions and encourage your audience to share their thoughts or opinions.
- Respond to comments. Respond promptly and respectfully to comments on your posts, and engage with your audience to build relationships and trust.
- Use polls and quizzes. Use polls and quizzes to gather feedback from your audience and encourage engagement. This can also provide valuable insights into your audience's preferences and behavior.
- Hold contests or challenges. Hold contests or challenges that encourage UGC and engagement, such as photo contests or caption challenges.
- Share user-generated content. Share user-generated content, such as customer photos or reviews, on your social media accounts. This not only helps showcase your products or services, but also adds authenticity and credibility to your brand.
- Use incentives. Use incentives, such as discounts or prizes, to encourage engagement and UGC. This can motivate people to participate and increase the success of your campaigns.

#### **8. Post at the right time**

Consider the time of day and day of the week when your audience is most active on social media, and schedule your posts accordingly. This helps increase the visibility of your content.

***Here are tips to help you post at the right time:***

- Use social media analytics. Use social media analytics tools to track your audience's activity and engagement patterns on different platforms. This can help you identify the best times to post and optimize your posting schedule. In Facebook Insights, for example, you can go to the Posts tab and scroll down to *When Your Fans are Online* to learn when the majority of your followers are active — by both day of the week and time of day.
- Test different posting times. Test different posting times and analyze metrics to determine the best times for your brand and audience. This can vary depending on your industry, audience demographics, and time zones.
- Consider different time zones. Consider the time zones of your audience and schedule your posts to reach those at the most appropriate times. Posting about breakfast when it's already early afternoon for a large portion of your visitors can make you seem out of touch and scripted. Plus, it will reduce interactions and reach and limit the amount of return you get for your efforts.
- Use scheduling tools. Use scheduling tools, such as Jetpack Social to schedule your posts in advance and ensure that they're published at the right time. This can save time and streamline your social media content creation process.

- Focus on peak hours. Focus on posting during peak hours, when your audience is most active on social media. This can help increase the visibility of your content and ensure you reach a larger audience.
- Post consistently. Post consistently and regularly to maintain engagement with your audience and keep your brand top of mind. Consistency works to build a loyal following on social media.

#### **9. Post daily**

Consistency is the key especially when it comes to social media. Try to post daily to keep your audience engaged and your brand on the top of their minds.

Here are some tips to help you post more consistently:

- Use auto-posting and scheduling tools. Use automation tools, such as Jetpack Social to schedule your social media posts in advance and auto-share all new articles and blog posts published on your website. This can help you save time and streamline your content creation process.
- Create a content calendar. Create a social media content calendar to plan your social media posts in advance and ensure you have a consistent stream of content to publish. This can help you stay organized and on track with your posting schedule.
- Repurpose content. Repurpose existing content, such as blog posts or videos, into social media posts to save time and keep your audience engaged. This can help you create a variety of content without constantly creating new content from scratch.
- Use a mix of content formats. Use a mix of different content formats, such as images, videos, or infographics, to keep your content fresh and engaging. This can also help attract different types of audiences and increase your reach.
- Monitor engagement. Monitor your metrics, such as likes, comments, and shares, to understand what types of content resonate best with your audience. Use this data to optimize your social media content strategy over time.
- Stay up-to-date. Stay up-to-date with the latest trends and news in your industry, and share your thoughts about what's going on. Sometimes, you can share posts or news from other sources that aren't competitors.

#### **10. Repurpose content**

Repurpose existing content in different formats or on different platforms to increase its reach and engagement. For example, turn a blog post into a video or a podcast episode into a series of social media posts.

*Here are convenient ways to fuel your content repurposing strategy:*

- Identify evergreen content. Identify evergreen content, such as tutorials or how-to guides that can be repurposed for social media. This type of content is relevant and valuable to your audience over time, and can be repackaged in different formats to keep it fresh.
- Use a social media content calendar. Some content, like a "2022 gift buying guide," can be updated each year with just a bit of work. When you first create and share a post like this, go ahead and schedule the following year's post in advance with notes to revise the existing post before you start promoting it again.
- Use different formats. Repurpose your content in different formats, such as images, videos, or infographics, to appeal to different types of audiences and increase engagement. This can also help you reach a wider audience on different social media platforms and lets you use content more than once without seeming redundant to your followers.
- Experiment with different platforms. Experiment with repurposing your content on different social media platforms, such as Instagram or Twitter, to increase its reach and engagement. Each platform has its own strengths and audience, so it's important to tailor your content to each one.
- Optimize for each platform. When repurposing content for different platforms, optimize it for each platform's specific requirements and best practices. For example, on Instagram, you might need to create square images or use hashtags to increase discoverability.

#### **11. Measure and analyze results**

Track the performance of your social media content using analytics tools, and use the insights to optimize your strategy and create more effective content.

*Below are best practices to follow when tracking and measuring performance:*

- Set goals. Set specific goals for your social media content, such as increasing engagement or driving traffic to your website. This can help you measure your progress and determine what's working and what's not.
- A/B test. A/B test different versions of your social media content, such as different images or captions, to determine what performs best with your audience. This can help you optimize your content for maximum engagement and impact.
- Monitor your competition. Monitor your competitors' social media activity and performance to identify opportunities and areas for improvement. This can also help you stay up-to-date with the latest trends and best practices in your industry.
- Refine your strategy. Use your analytics data to refine your social media strategy over time. This might involve adjusting your posting schedule, trying new content formats, or targeting specific audiences.
- Stay flexible. Stay flexible and adaptable with your social media strategy. Social media is constantly evolving, so it's important to be open to new ideas and approaches.
- Use data to inform content creation. Use your analytics data to inform your content creation process. This can help you create more effective content.

## **DISCUSS**

The term "electronic media" is often used in contrast with print media. Thus, it refers to broadcast media that take advantage of electronic technology. This includes television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information. According to Beck, (2019) electronic media has not only provided a new dimension to our lifestyle, but has also led to the development of communication skills, and worldwide accessibility<sup>11</sup>. The internet alone has democratized access to information, and worldwide, about one in four Internet users are significant content creators, and users in emerging markets lead the world in engagement<sup>7</sup> Amanda et al (2004). The study research has also found that young adults of a higher socioeconomic background tend to create more content than those from lower socioeconomic backgrounds. 69% of American and European internet users are "spectators," who consume—but don't create—online and digital media. The ratio of content creators to the amount of content they generate is sometimes referred to as the 1% rule, a rule of thumb that suggests that only 1% of a forum's users create nearly all of its content. Motivations for creating new content may include the desire to gain new knowledge, the possibility of publicity, or simple altruism. Users may also create new content in order to bring about social reforms. However, researchers caution that in order to be effective, context must be considered, a diverse array of people must be included, and all users must participate throughout the process.

## **3.0 Methodology & Theoretical Framework**

### **3.1 Research methodology**

The study made use of qualitative research method which seeks to understand the phenomenon of what is experienced by research participants, such as behavior, perceptions, motives, and actions, through descriptions that comes in form of words or language, in specific rules or by using various natural methods. And the type of research used in this study is descriptive qualitative research which seeks to describe, summarize or describe various conditions, situations or phenomena of reality that exist in society.

The two theories applied here are; Media Ecology Theory (MET) and Uses & Gratifications Theory respectively as they relate to the study.

#### **3.2.1 Media Ecology Theory**

Media Ecology Theory (MET) aims to understand the social impact of technology and communication (McLuhan, 1964). This theory claims that media act directly to shape and organize culture. Media ecology, or the study of how media and communication processes influence human perception, feeling, understanding, and value, is focused around communication studies<sup>4</sup> (West & Turner, 2017)

Marshall McLuhan (1964) understood the influence of technologies including clocks, radios, television, movies, and games. He focused on defining the relationship between technology and members of a specific culture. He noted that electronic media have revolutionized society, and society quickly become reliant on these communication technologies. McLuhan felt that it was almost impossible to find a society unaffected by electronic media.

As society has evolved, its technology has also evolved. From the first books published to the internet, society has both been affected by, and in turn affected, media. The rules of media set forth by MET – enhancement, obsolescence, retrieval and reversal – show how technology affects communication through the development 134 Media Theories and the Facebook Influence Model of new technology. MET focuses on the idea that society cannot escape the influence of technology and that technology will forever remain central to almost every action in modern life.

The influence of media technology on society is the main concept of MET, upheld by three main assumptions: media is infused into every act and action in society, media fixes our perceptions and organizes our experiences, and media tie the world together, We cannot escape the media presence in our lives as it is ubiquitous in our realities of day-to-day life. Media directly influences us, as they are powerful in our view of the world. Media connects the world into a “global village,” where media can tie anyone around the globe into a single social, cultural, political, and economic system (Parameswaran, 2008). As a result, we have the ability to receive information instantaneously.

### **3.2.2 Uses and Gratifications Theory**

Practitioners of the uses and gratifications theory study the ways the public consumes media (Zin, 2009)<sup>1</sup>. This theory states that consumers use the media to satisfy specific needs or desires. For example, you may enjoy watching a show like *Dancing with the Stars* while simultaneously tweeting about it on Twitter with your friends. Many people use the Internet to seek out entertainment, to find information, to communicate with like-minded individuals, or to pursue self-expression. Each of these uses gratifies a particular need, and the needs determine the way in which media is used. By examining factors of different groups’ media choices, researchers can determine the motivations behind media use <sup>1</sup> (Zizi, 2009).

A typical uses and gratifications study explores the motives for media consumption and the consequences associated with use of that media. In the case of *Dancing With the Stars* and Twitter, you are using the Internet as a way to be entertained and to connect with your friends. Researchers have identified a number of common motives for media consumption. These include relaxation, social interaction, entertainment, arousal, escape, and a host of interpersonal and social needs. By examining the motives behind the consumption of a particular form of media, researchers can better understand both the reasons for that medium’s popularity and the roles that the medium fills in society. A study of the motives behind a given user’s interaction with Facebook, for example, could explain the role Facebook takes in society and the reasons for its appeal.

Uses and gratifications theories of media are often applied to contemporary media issues. The analysis of the relationship between media and violence that you read about in preceding sections exemplifies this. Researchers employed the uses and gratifications theory in this case to reveal a nuanced set of circumstances surrounding violent media consumption, as individuals with aggressive tendencies were drawn to violent media (Papacharissi, 2009).

## **4.0. FINDINGS**

### **Study findings revealed that:**

1. That electronic media like; the internet, Google, facebook, instagram, YouTube, and television are the mostly used channels for content consumption.
2. Electronic media has made it simpler for people and organizations to exchange information and resources, which has boosted access to opportunities, education, and information.
3. Electronic media has greatly influenced our culture and interactions.
4. Electronic media has improved communication skills. Thus, through digital communication, kids do practice writing skills, as they learn to express themselves clearly and concisely in text-based messages.
5. Electronic media helps to spread new ideas about standard of living, fashion, and education thereby creating a way of thinking by which people are greatly impressed and try to adopt them in their lives.
6. That, YouTube and Facebook are the most-widely used online platforms.
7. Findings have also revealed the best content to include; testimonials, social media posts, and more.
8. That, the primary electronic media sources familiar to the general public are video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and online content.

9. Findings has also revealed that electronic media has also provided a thousand more ways of entertainment and recreation.

#### **5.0 Conclusion & Recommendations**

The study concludes that Electronic media has reshaped the way content is created, disseminated, and consumed, and how individuals now connect with one another using the new media. *From the findings, the following recommendations are drawn that;*

1. Media contents should be repurposed in different formats, to appeal different types of audiences on different social media platforms.
2. User Generated Contents should always come from a source that is unbiased and trustworthy to enable content creators build more trust and credibility with the respective audiences.

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