

A Study on Incorporating Effective Social Media by Coca-Cola

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ABSTRACT

"Social media refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks". Social media is different from traditional media in reach, immediacy, usability, frequency, quality, and permanence. Now a days, social medias are integral part of everyone's life around the globe. This paper starts with an introduction to social media with a rich focus on review of literature and moves around the Uses and Gratifications Theory. In the middle part of this paper, the history of Coca-Cola is explained along with its relation to social media and the paper concludes with the findings and suggestions regarding effective implementation of social media by coca cola.

KEYWORDS: Social media, Web-based technologies, Social networks, Gratifications theory.

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