

## Managerial Communication through Social Media

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### ABSTRACT

*Information if not shared is of no use. It is a fact known to all. Now in this era of competition when social media plays a very important role in business, a company cannot think of progressing without the assistance of social media. So, the manager has to take the most important role to manage the whole matter like presentation, message deliverance etc. It must be done in a way so that people can trust the company and also can have the clear knowledge about the things available in the company. Communication gap must not be there, the simplicity of the topic must be taken care of, feedback section should be included and also the message must be attractive for both the employees and the consumers. Overall, it is the managerial communication that matters for the management of the image of the company through social media.*

**KEYWORDS:** Managerial communication, Information, Social media.

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