

An Assessment of the Use of Social Media as Advertising Vehicles in Nigeria: A Study of Facebook and Twitter

Endwell Onyinye Nyekwere*¹ Nnanyelugo, M. Okoro (P.hD)² Chieme Azubuike³

1. School of Humanities, Department of Mass Communication, Rivers State College of Arts & Science
Rumuola, Port Harcourt.
2. Faculty of Arts, Department of Mass Communication, University of Nigeria, Nsukka.
3. School of Humanities, Department of Mass Communication, Rivers State College of Arts & Science
Rumuola, Port Harcourt.

* E-mail of the corresponding author: Onyifavor@gmail.com

Abstract

Social media sites such as Facebook and Twitter are potent tools in modern communication and marketing. Considering Social media's growing popularity, particularly Facebook and Twitter, this study assessed the use of social media as advertising vehicles in Nigeria. In order to generate data for this study, the survey research method was employed and the questionnaire was used as the instruments for data collection. The study revealed that 70% of business organisations in Nigeria are embracing social media to communicate with their customers while 30% are yet to see the promises that these new media hold. Of these 70%, the study revealed that the use of social media in advertising has been successful for 35% of business organisations using them to place advertisement. Others (65%) leverage on their social media presence to get their fans/followers informed about their products/services. The work recommended among other things that more Nigerian organisations should embrace social media advertising since it has the potential of reaching their target market and should see them as good avenues to market their products, counter negative perception about their organisation's products/services and attend to their customers and potential customers online.

Key Words: Social media, Facebook, Twitter, Advertising, Nigeria

1. Introduction

The new media have introduced new dimensions to human communication. One of such dimensions is the introduction of the social media. Social media are media for social interaction. They are sites that are based on user participation that allow individuals or groups to generate content and engage in conversations and exchange of contents (Wikipedia). Social media are also online media that promote participation, openness, conversation, community, connectedness, interactivity, collaboration and information sharing (Mayfield, 2008: 1; Shepherd, 2009:1; Rodman, 2010: 278 and Stagno, 2010: 1)).

Social media build on the ideological and technological foundations of Web 2.0, which allows for collaboration and the creation and exchange of user-generated content (Kaplan and Haenlein 2010a: 61). Arens, Weigold and Arens (2011: 552) remark that "these sites are called social, primarily, for their ability to connect like-individuals in a manner that have never been seen before". Social media allow people to exchange personal comments, political views, business ideas and commercial messages using various online platforms such as blogs, microblogs and social networks.

The increasing rate of growth of these social media has made it impossible for them to be ignored by individuals and business organisations (Omeruo 2010:12). Giving credence to the above, Osae-Brown and Emelike (2011:12) note that social media are changing the way some business people communicate with their customers; the same way that consumers are using the social media to take charge of their shopping experience and connect with others. They explain that these social media have become an instantaneous marketing tool used by ambitious marketers to create awareness for their products and services and build strong online presence and community.

Dominick (2009:32) explains that advertisers particularly showcase their products/services on social networks and use networks such as blogads to target specific blogs whose readers would be likely customers. Some advertisers also have links or hyperlinks below their adverts to connect their customers to their websites, social networking homepages or blogs.

Social media are "undoubtedly shaping and redefining the nature of communication among people all over the world" (Nnane 2011:5) especially, the way advertisers communicate, interact and engage with customers and the way customers also engage with business organisations/entrepreneurs they do business with. The attraction to social media by business organisations/entrepreneurs is that barriers are broken as they can relate to customers on a one-on-one basis. Prior to now advertisers hardly hear what consumers are saying about their products unless they embark on research but "social media, blogs and micro blogs have made it possible for consumers to express their opinions and experiences about a product" (Arens, Weigold and Arens, 2011:552). These possibilities stem from social media highly interactive nature.

There are five major forms of social media namely: Web logs, communities, forums, content aggregators and social networks, (Constantinides & Fountain 2008). Of these forms of social media, social networks are particularly important to this study. Social networks are applications that allow users to build personal profile, websites or web pages and connect to each other, for example, Facebook and Twitter.

Facebook and Twitter give business organisations the opportunity to meet their target markets as well as afford individuals the opportunity to connect to the organisations and brands they like and learn more about their products and services.

On Facebook, an individual is expected to connect to a brand by “liking” them. While in Twitter an individual “follows” a company of choice to get tweets from them. Diamond (2008:165) explains that “individuals want to do business with people they like, so a company needs to be likeable”.

Facebook advertising platform is known as Facebook Ads. Tuten (2008:38) explains that Facebook has offered advertisers more strategic value with a mix of strategic vehicles, including targeted display ads and sponsored stories, known as Social Ads, branded profiles known as Facebook Pages, a developer incentive program to encourage content development called Facebook Developers, and News feed. He notes further that Facebook Social Ads are targeted at specific users based on member profiles and behavior in the network. For instance, Facebook Ads can be delivered to users whose friends have recently engaged with the brand’s Facebook profile or visited the brand’s website. Even the location of delivery for social ads can be targeted with ads appearing next to News feeds of friends (a Facebook feature that allows friends to update others on their recent activities). By delivering ad impressions that are related to news feeds, Facebook encourages discussion and word-of-mouth communication about a brand.

However, Twitter advertising system is called Promoted Tweets. Promoted Tweets enable companies to speak to users that do not currently follow their account (Morrissey, 2011:3). Twitter allows an individual/company to share thoughts, information, links, ideas etc. with the Web at-large and to be able to communicate directly, privately or publicly, with other Twitter users (Thomases, 2010:4). “Twitter use is known as “microblogging”, a kind of hybrid \between blogging and social networking, where users post tweets of 140 characters or less that responds to the site’s orienting question of what are you doing”?(Shepherd, 2009:150).

Brands often use Twitter for news, promotions, business development and marketing. Companies/entrepreneurs can also monitor their brands reputation because most “tweeps” (twitter users) speak their minds about things they like or dislike about a product. This makes it possible for brands to monitor and measure what users are saying about them in real time (Thomases, 2010:19).

However, it is just as important to understand the motivations behind why people use social media (Facebook and Twitter) as it is to understand how they serve as advertising vehicles. This is because while much is uncertain about social media, one thing is sure, they have been widely adopted by the masses. Therefore, this study assessed the use of social media as advertising vehicles with focus on Facebook and Twitter.

2. Problem

Since the introduction of Facebook and Twitter, a growing number of commercial organisations are embracing them as part of their marketing strategy. They have seemingly discovered the potential of the social media in promoting customer relations and increasing product patronage.

Being that social media are a new form of advertising platforms and are still evolving in Nigeria, it is unknown the percentage of users, entrepreneurs/business organisations in Nigeria that are aware of them and utilising them to engage with their brands or customers as the case may be. It is not also known how entrepreneurs/businesses using them have fared in terms of improved patronage.

With 4.3 million, Facebook users as at November 2011 in Nigeria (www.socialbakers.com/facebook statistics) and One million, six hundred and forty six thousand, two hundred and twelve (1,646, 212) tweets generated from Nigeria; the third tweeting nation in Africa (Augoye, 2012), the researchers were interested in finding out whether Nigerians are participating in the growing phenomenon. Are they using Facebook and Twitter as advertising vehicles? Are business organisations/entrepreneurs utilising the advantages of this “ready” and huge social market to relate with their customers on a more personal level? This study assessed the use of these new media as advertising vehicles with a focus on Facebook and Twitter.

2.1. Research Questions

The following research questions were raised to guide the study:

1. Are social media sites like Facebook and Twitter used as advertising vehicles in Nigeria?
2. To what extent are they used as advertising vehicles?
3. Has the use of social media as advertising vehicles been successful in merchandizing the products of the organisations/entrepreneurs that use them?
4. Are there any challenges limiting the effective application of social media as advertising vehicles in

Nigeria?

2.2 Literature

Social media have evolved through Web 2.0, a term coined to describe a new wave of Internet innovation that enables users to publish and exchange content online Kaplan and Haenlein (cited in Eun 2011:6). Social media encompass a wide range of electronic forums, including blogs, microblogs (e.g., Twitter), social networking sites (e.g., Facebook), creative work-sharing sites (e.g., YouTube), business networking sites (e.g., LinkedIn), collaborative websites (e.g., Wikipedia), and virtual worlds (e.g., Second Life). Among these social media, social networks and microblogs are the most popular, accounting for 22.7% of all time spent online in the United States ACNielsen (cited in Eun 2011: 6).

According to Return on Investment Research 2011, social networking accounts for one of every six minutes spent online. There are 750 million active Facebook users across the globe and 31% of Facebook users are on the site multiple times every day. Edison Research revealed that 24% of consumers consult their Facebook friends before making a purchase. More than one in three consumers say they are likely to purchase from a company they follow on Facebook and Twitter (eMarketer). 53% of Facebook users would recommend a brand or company's product to friends (Facebook Success Summit 2011).

In a result of their seventh annual survey on social media marketing adoption released by integrated marketing services provider- Alterian on Jan 21, 2010, the survey revealed that, 66 percent of respondents will be investing in social media marketing in 2010. Of those, 40 percent said they would be shifting more than a fifth of their traditional direct marketing budget towards funding their Social media activities. The survey also revealed that more than 36 percent of respondents are investing in social media monitoring and analysis tools. Nearly half of respondents (42 percent), however, said they do not currently incorporate clickstream and web analytics data into their customer and e-mail database. The research also revealed that over half of respondents (51 percent) are placing a 'fair' or 'significant' amount of effort on moving from a campaign-centric direct marketing model towards multichannel customer engagement. In fact, only 7 percent make no effort at all. The survey covered 1068 marketing professionals worldwide, 98% North America and Europe and 2% Asia Pacific and other region (Wauters, 2010: 3).

In a study by Anderson Analytics and Marketing Executives Networking Group titled "Marketing Trends 2010" the report revealed some interesting insights in the minds of marketing executives. When marketing executives were asked to choose the most important trends and buzzwords to pay attention to in 2010, getting a good return on marketing efforts was number one with 58% saying it was the most important trend to keep an eye on. But what is even more interesting is that social media made the top 10 list with 42% choosing it as one of the top trends to watch. In addition, 72% said they work for companies that are planning social media initiatives in 2010 (Porterfield 2010, March 29). This survey corroborates the findings by eMarketer which revealed that 92% of marketers use Facebook and 75% of marketers plan to increase their use in 2011 (2011 Social Media Marketing Industry Report).

In another study, "The State of Small Business Report," sponsored by Network Solutions, LLC and the University of Maryland's Robert H. Smith School of Business, the study results showed that social media usage by small business owners increased from 12% to 24% in just the last year, and almost 1 out of 5 actively uses social media as part of their marketing strategy. Here is a breakdown of what the small businesses reported as the main uses of social media marketing. 75% have a company page on a social networking site. 69% post status updates or articles of interest on social media sites, 57% build a network through a site such as LinkedIn, 54% monitor feedback about the business, 39% maintain a blog, 26% tweet about areas of expertise and 16% use Twitter as a service channel. According to the study, different industries are adopting social media marketing at different rates, and while many industries have started using social media marketing in their efforts to reach more customers, many still have not positioned it as their top priority. The work also measured small businesses expectations of social media. While 58% feel that social media "met expectations," 12% feel it has "exceeded expectations," while 25% feel social media have "fallen short of expectations". Some of the reasons given by respondents for social media's shortfalls were that, 50% of the respondents feel that social media have used up more time than expected. 19% believe social media have lost them money while 17% feel that social media have allowed people to criticize their business (Porterfield 2010: 15).

Another study by Invoke Solutions reveals that active social networkers find benefits of social media use beyond just staying connected with friends and family. Active social networkers say an important driver of social media use is sharing and gathering information and learning about new products. 63% of the respondents said that sharing information with network is very or somewhat important, 59% explained that gathering information from network is very or somewhat important, while 58% said that to learn about new products is very or somewhat important.

Given that active social media users are looking for information about products and brands online, how well do they think companies are leveraging social media to these ends? The study revealed a room for improvement, with 46% saying that companies are not doing well using social media to listen to customers. 46% said companies are not doing well using social media to deliver better customer service. 50% said companies are not doing well using social media to learn about unmet customer needs. 3.

3. Theoretical Foundation

This work is founded on the Uses and Gratification theory propounded in 1974 by Elihu Katz, Jay Blumler and Michael Gurevitch. "The theory was developed to explain why audiences do not passively wait for media messages to arrive, but actively and deliberately seek out forms of content that provide them with information that they need, like and use" (Kur, 2003:34).

The uses and gratifications perspective takes the view of the media consumer. It examines how people use the media and the gratification they seek and receive from their media behaviours. Uses and gratifications researchers assume that audience members are aware of and can articulate their reasons for consuming various media content (Wimmer and Dominick 2003 p. 403).

Consequently, when applied to this study, social media allow for participation as they give the advertisers and consumers the opportunity to interact with each other on a one-on-one basis. Debatin, Lovejoy & Horn (2009:87) explain that social media users are found to expose higher risk-taking attitudes than individuals who are not members of an online network. It can therefore be assumed that the expected gratification motivates the users to provide and frequently update very specific personal data that most of them would immediately refuse to reveal in other contexts.

3.1 Method of Study

The survey research method was used for this study and the questionnaire as the instrument of data collection. This method was considered appropriate because surveys are useful in the measurement of public opinion, attitudes and orientation which are dominant among a large population at a particular period Okoro (2001:37). The population of this research work comprises all users of social media (Facebook and Twitter) including advertisers on these social platforms in Nigeria. Advertisers include any individual, entrepreneur, group, corporate organisation and other business organisations in Nigeria who are using Facebook and Twitter to promote their businesses.

The highly specialized nature of the subject matter of this study necessitated the need to seek the opinions of these special categories of persons. Their opinions are very relevant in placing the study in perspective since they were in a better position to provide relevant answers to the questions raised by this study.

According to the 2006 Census Report, the population of Nigeria is one hundred and forty million, three thousand, five hundred and forty two (140,003,542) (<http://www.nigeriamasterweb.com/Nigeria06CensusFigs.html>).

A sample size of 400 was used for this study. Taro Yamane (1967:886) simplified formula to calculate sample size was used to determine the sample size. The equation is expressed as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size, N is the population size, I is constant and e is the error margin of 0.05

Therefore when this formula is applied with the combined population figure of Nigeria which is 140,003,542 we get the following:

Sample size =

$$\frac{140003542}{1 + 140003542 (.05)^2}$$
$$\frac{140003542}{1 + 140003542 (0.0025)}$$
$$\frac{140003542}{350008.8} = 400$$
$$n = 400$$

3.2 Findings

Research Question One: Are social media sites like Facebook and Twitter used as advertising vehicles in Nigeria?

Table: 1 Usage Level of Social Media Sites

Option	Frequency	Percentage
Yes	340	85%
No	-	-
Not sure	60	15%
Total	400	100%

Source: Authors Survey 2012

From the above table, 340 respondents (85%) said that social media sites are used as advertising vehicles. 60 respondents stated that they are not sure if social media are used as advertising vehicles.

Research Question Two: To what extent are they used as advertising vehicles?

Table2: How Organisations Utilise Facebook and Twitter for Business

Option	Frequency	Percentage
(a) To post advertisements	----	0%
(b) To interact with customers	----	0%
(c) To post company news and events	140	35%
(d) To offer an alternative customer support	----	0%
(e) A and b above	----	0%
(f) A, b c above	---	0%
(g) A, b, c d above	----	0%
(h) All of the above	140	35%
(I) None of the above	120	30%
(J) Any other please specify	----	----
Total	400	100%

Source: Authors Survey 2012

From the above table, 140 respondents said that their organisations use social media site (Facebook/Twitter) to post company news and events, 140 respondents use social media to post advertisements, interact with customers, post company news and events, offer an alternative customer support, and update customers on the company's deals and discounts while the remaining 120 respondents opted for the option "None of the above" meaning that their organisations do not use social media sites (Facebook and Twitter).

Research Question Three: Has the use of social media as advertising vehicles been successful in merchandizing the products of the organisations/entrepreneurs that use them?

Table3: Success of the Use of Social Media in Advertising

Options	Frequency	Percentage
a) Yes	140	35%
b) No	-	-%
c) Not sure	260	65%
Total	100	100%

Source: Authors Survey 2012

The table above reveals that 140 respondents (35%) were of the view that advertising on Facebook and Twitter has been successful for their organisations, while 260 respondents (65%) were not sure if advertising on Facebook and Twitter has been successful for their organisations.

In a follow-up question, respondents were asked "in what specific ways has this success shown in your organisation"? 140 (35%) respondents were of the view that it has made their organisations very popular such that many people are now their friends, visiting their websites, sharing their contents (pictures, notes, messages) with their network of friends and tweeting about them, 140 (35%) respondents were of the view that their Facebook and Twitter presence have attracted customers to them and have actually improved their organisations sales because people call them with numbers placed on their Facebook adverts, including those on their profile pages to order for their products/services or make inquiries about their product/services. The remaining 120 (30%) respondents did not respond to this question.

Research Question Four: Are there any challenges limiting the effective application of social media as advertising vehicles in Nigeria?

In response to the above question, 40 (10%) respondents said that one of the difficulties they face in advertising through the social media is the fact that advertising there is time consuming. Since advertising does not just work for itself on social platform, they explained that they must have to be online always to respond and attend to customers. Another 40 respondents (10%) explained that the lack of regulation of the Internet makes it possible for false content to spread easily, so this make some persons skeptical to do business with them no matter how genuine they are. 60(15%) respondents explained that because of the freedom in the online environment, advertising on Facebook and Twitter has made people to talk bad about their products and post negative comments that are tarnishing to their organisation. The respondents were of the view that a company cannot completely control their message on social media but can only participate in the discussion. So if some people misconstrue a message and begin to post negative comments, a company's representative can only join in the conversation to try and redeem its image but cannot determine or control whether the message should go in a positive or negative direction. 140 (35%) respondents said they have not experienced any difficulty using Facebook and Twitter since they have not tried placing paid advertisement but only depend on information they share with their network of friends. The remaining 120 (30%) respondents did not answer this question. This may be probably because their organisations are not members of Facebook and Twitter so they do not advertise on those social platforms.

3.3 Discussion of Findings

Several striking findings emerged from this study. Question one sought to answer if social media sites like Facebook and Twitter are used as advertising vehicles in Nigeria. It was evident that a higher percentage of users attested that indeed social media sites are used as advertising vehicles with 340 respondents (85%) stating that while 60 respondents stated that they are not sure if social media sites are used as advertising vehicles. From the findings one may conclude that those 60 respondents who are not sure whether social media are used as advertising vehicles are not members of Facebook and Twitter.

For research question two (2) which answered, to what extent are they used as advertising vehicles? It was evident that at least 280 respondents use social media for different purposes. While 140 respondents use social media site (Facebook/Twitter) to post company news and events another 140, (35%) respondents said that their organisations use social media to post advertisements, interact with customers, post company news and events, offer an alternative customer support, and update customers on the company's deals and discounts while the remaining 120 (30%) of the respondents do not. This result implies that some organisations are members of Facebook and Twitter but do not use them to post paid advertisement rather, they take advantage of their social media presence to tell their network of friends what they do. For instance, the organisations that use social media site (Facebook/Twitter) to post company news and events only limit their social media usage to messages that only their fans/followers can have access to. Those, whose organisations post advertisements, interact with customers, post company news and events, offer an alternative customer support, and update customers on the company's deals and discounts do not limit their social media usage to only their network of friends. While promotional messages they send on their pages are limited to their network of friends that is, their fans and followers, their paid advertisement gets to a large target market and also provides such organisations the advantage of being seen on search engines like Google. Those 30% respondents who opted for the option "None of the above" are assumed not to be using social media for anything and could account for those 30 respondents who stated that their organisations were not on Facebook/Twitter in the previous findings.

In answering research question three which sought to know if the use of social media as advertising vehicles has been successful in merchandizing the products of the organisations/entrepreneurs that use them, the data revealed that 140(35%) respondents were of the view that advertising on Facebook and Twitter have been successful for their organisation, while 260 (65%) respondents were not sure if advertising on Facebook/Twitter has contributed to their organisations' success. This uncertain answer given by 65% respondents above could stem from the fact that only 35% of them agreed that their organisations advertise on Facebook and Twitter while others use the medium for other promotional purposes apart from adverts. The implication of these findings is that only 35% of respondents' organisations advertise on social media (Facebook and Twitter) even though 70% of these organisations are members of Facebook and Twitter and a higher percentage of these respondents are also aware of the use of these social platforms Facebook and Twitter in advertising. This may also imply that few business organisation are using social media sites for paid advertisement.

The data also revealed some interesting trends which made the researchers believe that mere social media presence of business organisation is a boost to such organisation. For instance, even when the percentage of respondents who said they were not sure advertising on Facebook and Twitter has been successful for their

organisations was higher 65% as against 35%, their responses in a follow-up question which elicited information on the specific ways the success has shown in their organization attest to the fact that their social media presence helps their organization. 35 (35%) respondents were of the view that their Facebook and Twitter presence have attracted customers to them and have actually improved their organisations' sales because people call them with numbers placed on their Facebook and Twitter adverts, including those on their profile pages to order for their products/services or make inquiries about their products/services. Another 35 (35%) respondents were of the view that it has made their organisation very popular such that many people are now their friends, visiting their websites sharing their contents (pictures, notes, messages) with their network of friends and tweeting about them. The remaining 30% of the respondents did not respond to this question. This may be an indication that only 30% of these respondents do not have a social media presence. While 70% of the respondents have social media presence, only 35% of these respondents place paid advertisements on these social platforms the remaining 35% of the respondents leverage on their social media presence to get their fan base informed about their activities.

It would have been expected that only respondents who advertise on Facebook and Twitter will answer the question but another 35% of the sample answered the question as revealed by the above data. The implication of these finding is that Facebook and Twitter presence are boost to organisations that are registered on those social platforms whether they are using them as advertising vehicles or just limited to keeping their fan base informed about their activities. From the above, we can deduce that the use of social media in advertising has been successful but the percentages of those harnessing them as advertising vehicles are low. This is in spite of the fact that the advertisers see social media as good media for advertising.

For research question four which asked if there are challenges limiting the effective application of social media as advertising vehicles in Nigeria, it was discovered that advertising on social media is indeed time consuming since it will require them to be online always to respond to customers. This study also revealed that there is little or no control on Facebook and Twitter. This finding implies that social media sites represent an "anything goes" media where little or no control occurs. Because of their own experience, respondents knew how easy it was to sign up in a social media site and that anyone could do it. They also knew that they could say whatever they liked or be whoever they wanted to be on their social networking site. They recognized that there was little regulation on Facebook and Twitter; therefore, they showed some level of skepticism no matter how genuine the advertisers were. To them, Facebook and Twitter lacked credibility as advertising media. Most of them had heard stories of people who had negative experiences, such as being deceived that a piece of information was true when in the real sense it was incorrect and therefore, they were reluctant to click on any advertisement. This finding corroborates Cho and Cheon's (2004) theory that consumers avoid advertising because of previous negative experiences. However, in this study, most of the respondents had not personally had any negative experience but have heard stories of someone who had.

This study also revealed that in social media, messages are not just dumped on individuals but sometimes questioned in such a way that they might attract negative comments from other users thus, a business organisation/entrepreneur must be careful what they post/upload on their social platform since anybody can take them up on that and begin to make negative comments that might result in tarnishing the image of such business organisations.

5. Conclusion

From this study, it is clear that social media advertising is a relatively new field and just at the evolving stage in Nigeria. There is evidence however, that an increasing number of commercial organisations in Nigeria are registering their presence on social platforms such as Facebook and Twitter. Those already exploring these platforms as advertising vehicles are reaching a huge commercial advantage as they are not only vehicles to use in reaching millions of users at the click of the mouse but also encourage instantaneous feedback which is very important in making important marketing decision. Business organisations exploring social media create presence for themselves on these sites and their customers can speak to them and they speak back thus, bringing their brand closer to the consumer. Although while more of the organisations have registered their presence on Facebook and Twitter, very few of them place adverts on these media but leverage on their social presence to keep their fans/followers informed about their products and services and also attract more fans/followers.

However, it is no longer a question of whether a business organisation/entrepreneur should have a marketing presence on social media but a dedicated Facebook and Twitter presence is expedient for them to leverage on the advantages these social media provide for both ordinary users and those using them for marketing purposes.

Thus, business organisations that want to remain relevant in this 21st century should no longer turn deaf ears to this trend but follow their target market online. Whether it is the desire to reconnect with old friends, family members separated by distance, or the need to follow companies of interest, learn about them, buy new products,

one thing is sure, social media sites such as (Facebook and Twitter) are no longer fad. They are realities that cannot be ignored by advertisers whether big or small.

5.1 Recommendations

From the findings of this work, the following recommendations were made:

- That more Nigerian organisation should embrace social media advertising since it has the potential of reaching their target market. They should see the platforms as good avenues to market their products, counter negative perception about their products/services and attend to their customers and potential customers online.
- While incorporating social media (Facebook and Twitter) as part of their marketing strategies, there is need for organisations to develop engagement strategies and learn how to operate through these new channels. Intending advertisers should formulate their social media strategies; appoint social media managers to manage their customers online before carrying out a social media campaign and invest the quality time required in social media advertising to be more successful. Opening a Facebook and Twitter account that is not interactive is apparently not the best.
- Those business organisations who are yet to register their presence on Facebook and Twitter because they are skeptical about the medium should embrace change bearing in mind that every innovation has its own peculiar challenges, thus social media have come to stay.

References

- Arens, W. F., Weigold, M., & Arens, C. (2011). Contemporary advertising and integrated marketing communications (13th ed.). New York: McGraw-Hill/Irwin.
- Augoye, J. (2012, February , 7). Nigeria third tweeting nation in Africa- report. Retrieved from www.punchng.com/feature/nigeria-third of tweeting nation in Africa.
- Brook, A. (2010, April 25) Facebook and social media ads work well together. Survey by Nielsen and Facebook. Retrieved October 4, 2010 from <http://www.billhartzler.com>.
- Cho, C.H, and Cheon H.J. (2004). Why do people avoid advertising on the internet? Journal of Advertising, 33 (4), 89-97.
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: conceptual foundations and marketing issues. Journal of direct, data and digital marketing practice, 9 (3), pp 231-244.
- Debatin, B, Lovejoy, J.P, & Horn, A. (2009). Facebook and online privacy: attitudes, behaviours and unintended consequences. Journal of Computer-Mediated Communication. (15) p.83-108).
- Diamond, S. (2008). Web marketing for small businesses: 7 steps to explosive business growth. Naperville, Illinois, U.S.A: Source Books.
- Dominick, J.R. (2009). The dynamics of mass communication: media in the digital age (10th ed.). New York: McGraw- Hill.
- Eun Sook, K. (2011). Follow me! global marketers' twitter use. Journal of Interactive Advertising, Vol. 12 (1).
- Facebook statistics by country (2011). www.socialbakers.com/facebook/statistics
- Facebook success summit. (2011). Retrieved on 8th October from [social media examiner.com](http://socialmediaexaminer.com).
- Facebook success summit. (2011). Retrieved on 8th October from [social media examiner.com](http://socialmediaexaminer.com).
- Kaplan, A. M. & Haenlein, M. (2010a). Users of the world, unite! the challenges and opportunities of social media. Business Horizons, 53 (1), 59-68.
- Kur, J.T. (2003). The perceptual impact of online advertising on internet users in Nsukka town. In Nsukka Journal of Mass Communication 1(1) March 2004 pp 31-41.
- Mayfield, A. (2008, August 1). What is social media? Retrieved February 17, 2010, from iCrossing:http://www.icrossing.co.uk/fileadmin/uploads/ebooks/what_issocial_media_crossing_ebook.pdf
- Moriarty, W. S., Mitchell, N., & Wells, W. (2009). Advertising principle and practice. New Jersey: Pearson Education.
- Morrissey, B. (2011, April 13). Twitter starts promoted ad system. Retrieved June 28, 2011 from http://business.timesonline.co.uk/tol/business/industry_sectors/technology/article6831287.ece-4
- Nnaane, B. (2011). An evaluation of awareness and use of social media in the South-South geographical zone of Nigeria. An Unpublished dissertation proposal presented in the Faculty of Arts, University of Nigeria, Nsukka.

- Omeruo, K. (2010, December 12). New Technologies and 2011 elections. The Punch, p.12.
- Osae-Brown & Emelike (2011, February 25). Burning ambition. *Businessday*, p.13.
- Porterfield, (2010, September 3). Third of Small businesses uses social media. Retrieved from www.rwesponse.com/release/rel-display.php
- Razorfish (2009, August). Digital brand experience study for your review. Retrieved from <http://feed.razorfish.com/feed09/the-data>.
- Rodman, G. (2010). *Mass media in a changing world* (3rd ed.). New York: McGraw-Hill.
- Shepherd, T. (2009). *Twittering in the OECD's "participatory web": microblogging and new media policy. Global media journal, Canadian edition, 2 (1), 149-165.*
- Stagno Z, M.C. (2010) Use of social media by future university students. Bachelors Thesis. Industrial Engineering & Management, Faculty of Management & Governance, University of Twente Enschede, The Netherlands. Retrieved from http://www.utwente.nl/mb/actuee/arch.ef/2010/final_report_Mark_Zick_stagno.pdf.
- Thomases, H. (2010). *Twitter marketing an hour a day*. Indianapolis, U.S.A: Wiley Publishing.
- Tuten, T.L. (2008). *Advertising 2.0 social media marketing in a web 2.0 world*. Westport, London: Praeger Publishers.
- Wauters, R. (2010 June 23,). Twitter growth: happening all over the globe (graphs) techcrunch.com, <http://techcrunch.com/2010/06/23/twitter-international-growth/>.
- Wikipedia (2010).What is social media? Retrived February 17, 2010 from [http://en.wikipedia.org/wiki/social media](http://en.wikipedia.org/wiki/social_media).