

Is Social Media The New Market for Moss Point?
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Abstract

Three billion people around the world are connected to each other through social media.

Last checked by the US Census Bureau in 2017 the population in Moss Point was 13,398.

The best way to connect with them is through social media ext. Facebook, Twitter, LinkedIn,

Instagram and many more. It can be a great way for businesses to expand and bring in more

money into the city. Internet marketing gives the platform to produce content that users will

share with their social network to a more broader audience. This whitepaper will give the stats on

what cities and governments gain when using these platforms.

Social media outlets create an excellent way for building relationships with the customers.

One Great way of doing this is to create a brand page on all the social networking sites.

Companies and place brand post containing information and other material on these brand

pages. Customers will become fans of the page and by liking and commenting on the page. This

traffic that the page starts consuming will build the popularity of your brand therefore causing

supply and demand for your businesses. (Journal of Interactive Marketing, 2012 Vol. 26 Issue 2,

Pg. 83-91). Whether you are already a social media marketer or a marketer looking to venture in

social media marketing or a business owner looking to expand on social media it's a must you

know the most popular social media sites around, and stats on them. (Quicksprout.com) The top

10 out of 21 social

media sites to consider your brand to be: Facebook which holds the title for the biggest social

media site around with 2.23 billion monthly active users. (Journalofadvertisingresearch.com)

2012 study shows Facebook users spending more than a fourth of their time on the site

consuming and interacting with the Facebook news feed. YouTube with 1.9 billion monthly

users. WhatsApp with 1.5 billion monthly users. Messenger with 1.3 billion monthly users.

WeChat with 1.6 billion monthly users. Instagram with 1 billion monthly users. QQ with 861

million monthly users. Tumblr with 642 million monthly users. Qzone with 623 million monthly

users, and Tik Tok with 500 million monthly users (Alfred Lua, 2019. Buffer Marketing Library, State of Social Report).

The city of Moss Point has car lots to soon enter the city and with the city being right off the exit, it's almost lucky because that means the city can get traffic into the newer businesses. Back in 2008 Roanoke, Va a city of about 100,000 had a social media program ran by its Department of Communications. (Tod Newcombe, The City That Incorporated Social Media Into Everything, 2015. Govering.com). In 2014 things changed overnight when an unusually strong snowstorm hit the city. Timothy Martin, communications coordinator in charge of social media planned to use the city Facebook page to get info out to the city. The photos were viewed by more than 400,000 people on Facebook. "That's the moment social media took off in Roanoke" (Roanoke.Uberflip.com). The city saw its followers grow from about 22,000 on Facebook and Twitter to more than 100,000 in just over a year, and the number of social media pages ran by various city departments now exceeds 40. Social media in the Government is a game changer, (Tony Tran., 2019. blog.hootsuite.com) on social media people can engage in direct dialogue with politicians, civic officials, and even entire government agencies. It also gives them a chance to engage back.

Citations

(Alfred Lua, 2019. Buffer Marketing Library, State of Social Report).

(QuickSprout, 2012. Journalofadvertisingresearch.com)

(Journal OF Interactive Marketing, Volume 26, Issue 2, 2012. Pg. 83-91)

(Tod Newcombe, The City That Incorporated Social Media Into Everything, 2015.

Govering.com)

(Tony Tran,. 2019. blog.hootsuite.com)