

## Using Social Media to Amplify Social Entrepreneurial Message

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**Abstract :** It is arguable that today's social media has dramatically redefined human contact, and chiefly because the platforms enable communication opportunities unprecedented. Without question, billions of individuals globally engage in the media, a reality by no means lost on businesses and social entrepreneurs desirous of generating interest in a cause, movement, or other social effort. If, however, the opportunities are immense, so too is the competition. Private persons and entrepreneurial concerns alike virtually saturate the popular sites of Facebook, Twitter, and Instagram, and most are intent on capturing as much external interest as possible. At the same time, however, the social entrepreneur possesses an advantage over the individual concerned only the social aspects of the sites, as they express interests in, and measures applicable to, important causes of which the public at large may be unaware. There is, unfortunately, no single means of assuring success in using the media outlets to generate interest. Nonetheless, a general awareness of how social media sites function, as well as the psychological elements relevant to the functioning, is necessary. It is as important to comprehend basic realities of the platforms and approaches that fail as it is to develop strategy, for the latter relies on knowledge of the former. This awareness in place, the social entrepreneur is then better enabled to determine strategy, in terms of which sites to focus upon and how to most effectively convey their message. What is required is familiarity with the online communities, with attention to the specific advantages each provides. Ultimately, today's social entrepreneur may establish a highly effective platform of promotion and engagement, provided they fully comprehend the social investment necessary for success.

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