The rise of social media: Is your organization ready for the new transparency and Social Media’s Leadership Challenges

These two articles are about various components social media has to offer. It explains how organizations can be impacted by social media and that the rise of all social platforms is becoming a powerful thing. In fact, it already is happening in how effective social media is. In the article “The rise of social media: Is your organization ready for the new transparency?” It gives a further understanding on factors to think about when it comes to social media. The implications for leaders, as leaders we need to be aware of the activities we share on media, it consumes a big chunk of your time and energy to the tasks. Social media is more challenging than others think. In the article “Social Media’s Leadership Challenges”, I enjoyed the informative approach and varied aspects on what to consider when engaging/interacting with social media. A section of the article that stood out to me the most was the notion of managing generational diversity. This is important because it explains that people who share the same age, similar backgrounds can still have very different expectations and the difference between their methods of thinking. Linking that being aware of inclusiveness is critical when engaging via social media between an organization’s’ community

I was compelled to this topic because I am very fascinated with social media. Social media is rather intriguing in how fast information can spread by the social platforms. Media is already overwhelming enough and social media is a just a factor from that branch. Especially in today's society, social media has a big impact on us. I almost assure that each and every one of us, has at least one or two (more) social platforms of media. It is overall straightforward. it is so simple to absorb information and interact with society as well as capturing on what is going on/happening and what’s trending. Social media is also a fast way of spreading awareness and influencing others. It has the power of being a huge chain connecting the world with one another just by a simple click “like” “follow” “share”; engaging and viewing social media.