SOCIAL NETWORKS AS A CONTRIBUTION TO THE POSITIONING OF THE POSTGRADUATE EDUCATION MARKET

Oscar ROJAS CARRASCO[1]
Fernando HERRERA CIUDAD[2]
Victor VELOSO SALAZAR[3]
Nicolás BARRIENTOS ORADINI[4]
José FARÍAS VERDUGO[5]

RESUMEN

It is evident that integrating social networks as a communication tool is a strategy that helps to bring the people with the institutions abruptly because they create strong relationships both in the professional and personal fields. At the same time their effects must be carefully studied by the specialists in the functional areas of a company or business unit.

Although we know the potential of social networks and the ability to immediately connect people, Institutions Do not know for sure the right procedure to generate positioning in the target market.

For this reason, the study Presented below aims to develop a methodology for Improve Positioning Institutional through communication with their customers using virtual platforms and viral social networks. In this way give a complementary tool to improve the organizational management.

KEYWORDS: Target market, Market Positioning, Social Networks.

INTRODUCTION

The use of social networks to improve The positioning of a company through The bidirectional and multidirectional communication of an institution, consists in the utilization of them, together with the help of the TICs, to reach the proposed objectives, especially the improvement of the communication with the target segment, that at We achieve multiple benefits, such as increasing advertising and capturing new potential Customers.

[1] Ph.D en Economía y Finanzas, Magister en Educación. MBA, Ingeniero Comercial. Académico de la Escuela de Ingeniería Comercial, Académico Universidad Miguel de Cervantes, Santiago, Chile Universidad, Mail: mbautalca@hotmail.com
[2] Máster en Finanzas, Magister en Educación, Ingeniero Comercial. Académico Universidad Miguel de Cervantes, Santiago, Chile, Mail: fernandoherreraciudad@gmail.com.
[3] Académico Universidad Miguel de Cervantes, Santiago, Chile.
[4] Académico Universidad Miguel de Cervantes, Santiago, Chile.
[5] Académico Universidad Miguel de Cervantes, Santiago, Chile.

A question that might arise in wanting to make this project is why use social networks?, the answer is quite simple, in this method, you can get feedback in real time, segment the target audience more easily than with traditional methods, As well as obtaining information such as geographic area, profession, age, interest or pastime, among others, which makes it easier to deliver a more personalized service.

To be sure to achieve the we must know the following social networks in our country:

1.   6.9 million is the total audience on social networks.
2.   Facebook is the main site.
3.   8.7 hours is the average time consumed per visitor in a month.

By making a good instrumental choice, we improve the institutional communication, because it offers a better service and at the same time it is received information to go improving more and more, through the generation of an updated database, that allows to know what They want and need their customers.

THEORETICAL FRAMEWORK

Brief History of the Internet

The Decade of the 60 is remembered mainly by the arrival of the man with the moon, milestone which made go unnoticed any other news of the time, in 1969 United States of North America by means of the agency of Investigation Advanced of Defense (DARPA), generates a System capable of interconnecting two computer networks. The result was DARPAnet, this project is the starting point of the Internet. Then in the decade of the 80, another milestone occurs that would mark the globalization of the Internet, DARPAnet manages to transform itself into a more global network by linking with two other independent networks CSnet and MILnet, this union causes a radical change in the structure of Social communication.

Internet in Chile

Social networks cannot be understood without first knowing that it is the Internet, this word refers to A group of computer networks that work together and distributed in the World In such a way that it is possible to exchange information through this network of networks. Around the world This network called the Internet continues to grow as new users adopt activity as a routine. Latin America is a region that has a rapid growth in the online audience. During the year 2014 to 2015 the total audience would have added 9,726,906 new visitors, representing a growth of 6%, only below Middle East-Africa and like Asia Pacific. Under this premise, in the same period Chile sumo 552,000 new visitors becoming one of the countries that presents greater growth in the region, reaching a 9% increase in new audience (Christensen, 2015)

On average the Internet consumption in Chile is 15.3 hours per month, with respect to demographic data Chile shows that 59% of the online population is less than 35 years old

and 23% exceeds 45 years, which indicates that internet consumers are mainly adult-Jo Ven (Christensen, 2015)

Graphic 1. (Age of users in Internet Chile)
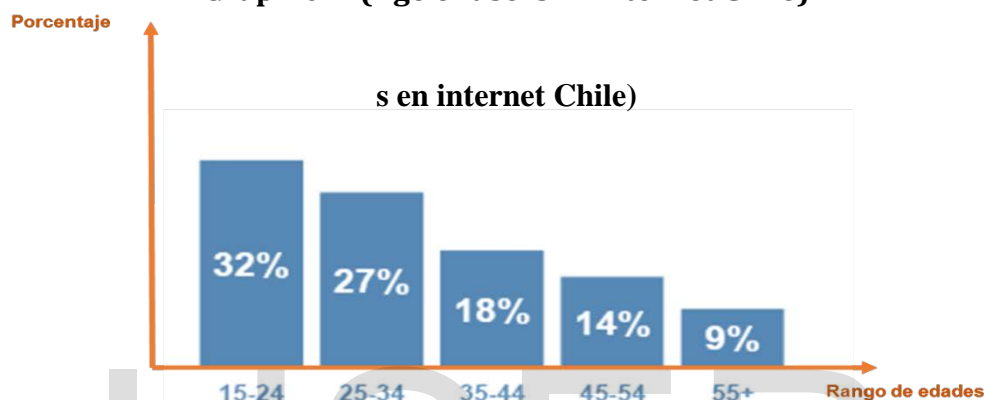
Fuente: ComScore, Inc., Media Metrix, CL, Hogar& Trabajo, Personas: 15+, Promedio Mensual Q22015.
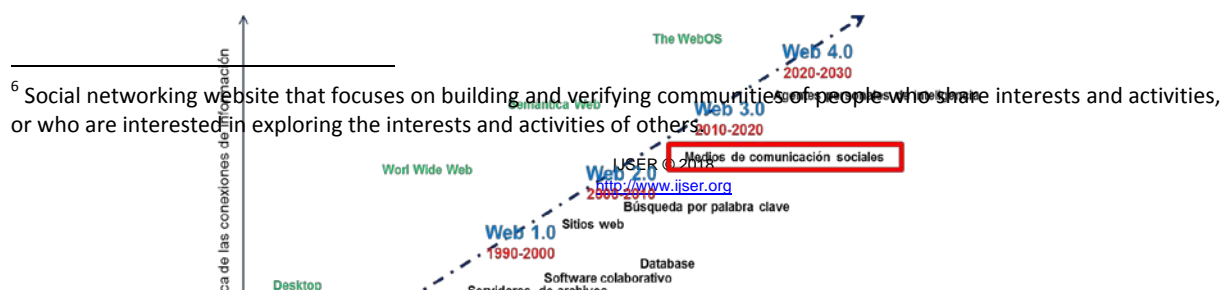
As far as the scope, the site Facebook.com has 164,610,000 interactions during the first semester of the year 2015 in Chile, while Instagram was the site that experienced a higher platform growth with 178% compared to the year 2014. From the above it can be disproved that the main Internet use category in Chile is Social Networking[6]. It is No surprise that the site leading is Facebook.com with 93% of shares from Chilean users, becoming one of the largest percentages in the group of Latin American countries.

In contrast Twitter and Instagram do not have the same level of reach in Chile, 5% of the actions come from Twitter, while Instagram only represents 2% of the shares (Christensen, 2015).

Social networks

Over time the WEB has undergone drastic changes, the most important alteration was the possibility of exchanging information between users, together with the cooperation to develop content in a virtual community, this transformation is the starting point of Social networks, called WEB 2.0 (O´Reilly, 2005).

Graphic2. (Graphic Description Web Progress)

---

[6] Social networking website that focuses on building and verifying communities of people who share interests and activities, or who are interested in exploring the interests and activities of others

Fuente: Radar Networks y Nova Spivack, 2007

The main engine of the web are the social networks, due to the great impact and interactive effect that generates in the Internet users. Social networks are characterized mainly by the ease of communication between individuals, moving away from all technical barriers, to give way to innovation and collective development.

The area of Big data of Movistar Chile in its report of first semester 2016 measured which are the mobile social networks with greater presence and use of data generated according to the Chilean audience, presenting a percentage of real penetration, does not measure how many people They have the social network installed on their computers, but how many people are using them. Table 1 shows the social networks that have a higher degree of penetration in Chile, this way nationwide the Top 10 leads Facebook with 88% penetration, followed by Youtube (85%), WhatsApp (83%), Google (82%) and Gmail (75%).

Table No1. (Percentage of mobile platform penetration in Chile)

	Nombre de la plataforma	Porcentaje de penetración
1.	facebook.	88%
2.	YouTube	85%
3.	WhatsApp	83%
4.	Google	82%
5.	Gmail	75%
6.	Google Drive	72%
7.	Messenger	60%
8.	twitter	47%
9.	LinkedIn y LINE	25%
10.	Instagram	22%

Fuente: Big Data Movistar Chile

In the following positions stand out platforms like Google Drive, which has more than a 70% penetration, Facebook Messenger with 60% and Twitter with more than 45%. Below is Linkedin and Line with 25% and the tenth place Instagram, 22%.

One point to highlight is the high penetration that shows Google Drive, this is explained because the Chilean society is being digitized. Today applications like these are optimized and synchronized easily with other platforms, like the own e-mail that is used mostly with mobile data (manager of Big Data and Business Intelligence of Movistar Chile, Eric Ancelovici).

To summarize the particularities of each of them, there is a classification prepared by Rafel Höhr, graphic editor who has worked in media such as the Sunday Times, the country and the world, under the context of the LV Latin American Congress on social Networks has developed a Map with documentation by Francisco Quirós, from the newspaper Gente. In which social networks are grouped according to their functionality. Those detailed below would be positioned according to the foregoing as follows:
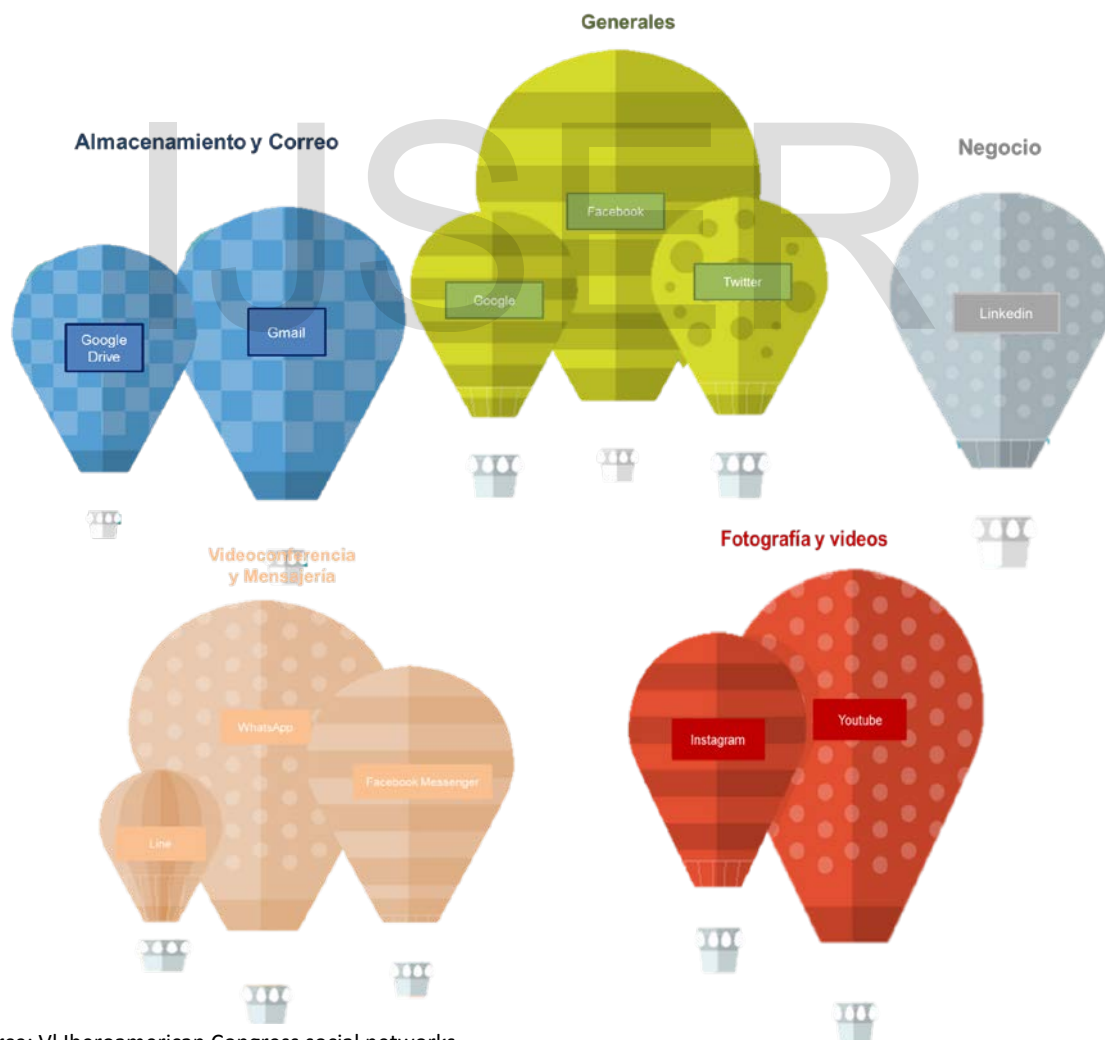
Source: VI Iberoamerican Congress social networks

Social networks General: They are those that integrate various functions like upload videos, music, photos, appointments, logs, businesses, etc.

Business social Networks: They allow only to give to know professional information of the people, in this way to choose to find jobs or to specify interviews.

Social networks of photographs and videos: Those that are listed as pictures and videos have the only function of uploading images and/or videos to the web, so they can be commented.

Social networks of storage and mail: Google Drive and Gmail are networks categorized as storage and mail, because they allow to send multimedia files storing their contents.

Social networks of videoconferencing and messaging: Here we group all social networks capable of generating real-time communication between their users based on text message, conference, images, etc.

Internet advertising and social networks

The role of social networks becomes increasingly important for brands, it goes beyond traditional internet advertising. Considering, the viral effect they generate, companies can enter the place where Internet users frequent, finding their own consumers, as well as potential consumers. Social networks like Facebook, are very useful and interesting platforms, the audience on-line is very dynamic and Facebook understands it perfectly, it is because of the above that lets its users express themselves in multiple ways, maintaining contact with whomever they want, so so, introducing a brand into the dynamic world of social networks has to be smart enough to not break the appeal of this kind of social networks.

There are results of online advertising that indicate an opportunity that companies should take advantage of. ComScore's future Digital Chile 2015 study establishes that online advertising in Latin America continues to grow, mainly the Social Media category, used as a platform for publishing ads.

A look at the main publisher categories points out that, without being a surprise, countries like Brazil, Argentina and Mexico focus their advertising efforts on social networks. The latter is the most active advertiser in Latin America. Graph N ° 3 shows the main publisher categories in advertisements in 3 Latin American countries.

Chart 3. (Top Publisher categories in ads).
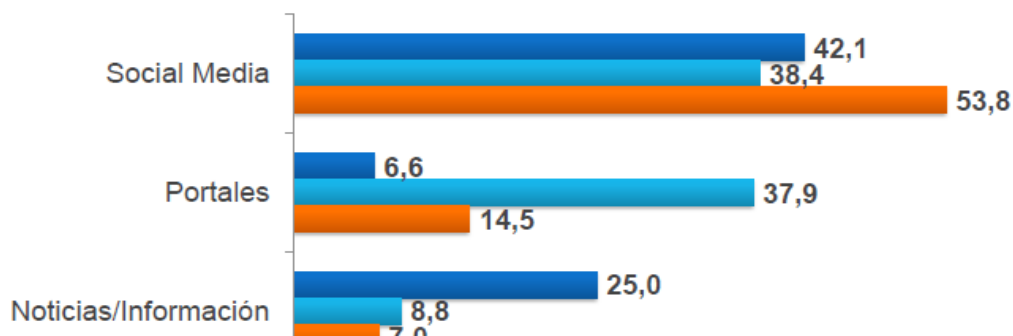
Source: ComScore, Inc., Ad Metrix, AR, BR, MX, Hogar y Trabajo, Agregado Feb Mar Abr, 2015

There are several opportunities to improve the delivery and the effect of advertising campaigns, the above is achieved with actions taken from the opportunities generated by the new and existing measurement tools.

Objectives

General Objective

Improve The positioning of a company Using tools provided by social networks.

Specific objectives

1. Improve bidirectional and multi-directional communication.
2. Create a meeting point for potential customers, allowing CFit a greater number of them.
3. To improve the institutional image of the company and its services.
4. To maintain interest in the products and/or services offered, through real-time feedback.
5. To generate a relationship of closeness, trust and credibility with customers.

DEVELOPMENT

Social Network definition

A Social network It is a social structure, composed of a group of actors, such as individuals or organizations that are Connected by Dyads So-called interpersonal ties, which can be interpreted as relationships of friendship Kinship, among others.

Social network, it is also often referred to the platforms in Internet, whose purpose is to facilitate communication and other social issues in the Website, networks are Internet sites that allow people to connect with their friends and even make new friends, in a virtual way, and share content, interact, create communities on similar interests like: work, readings, games, friendship, Love relationships, business relations, etc.

In these communities, an initial number of participants send messages to members of their own social network, generally their email contact base, inviting to join the site. New participants repeat the process, increasing the total number of members and network links. To enter a social network, simply register for free, complete a card with personal data and start associating with other users, all that is needed is a valid email address.

Its utility is represented for multiple purposes, for example:

1. facilitate relations between people.
2. Establish new connections.
3. Get information instantly
4. Create "personal brand"
5. Establish professional relationships and make networking.
6. Generate more traffic to our website or blog
7. Spread products or services
8. Improve positioning
9. Gain visibility
10. Getting to know the public better and loyalty

Bidirectional and multi-directional communication

Bidirectional communication: The transmitter sends a message via a channel to the receiver, who receives it and sends the feedback. Here they participate, all the elements of the communication simultaneously, and the interaction is given almost immediately. But this is not to say that this type of communication has no drawbacks, in it the feedback can be unreflective, by the immediate.

Multidirectional communication: O communication networks, as their names indicate this type of communication goes in all directions, more than three people participate, being emitters and receivers at the same time, but usually with the same channel to be able to transmit their Messages. In this type of communication, the feedback is infinite, everyone can comment on the idea that is being expressed, and can be a response for or against, akin or nothing to do with your idea. One of the points in favor of this type of communication is the great wealth of knowledge or know that other people think of the published ideas and thus achieve a well-qualified common idea or improve and correct those things that are wrong or wrong.

RESULTS

Feasibility analysis In the Social Networks In An institution

Planning is a mediating process between the future and the present. We know that the future is uncertain, because what happens tomorrow will not only be a consequence of many changing variables, but it depends on the attitude that people take in the present, because it is ultimately those who create these variables. Planning allows us to decide what we should do today to optimize the desired future situation.

Is It raises a model that comprises stages, to adequately evaluate the feasibility of entering the virtual business, for which it will be defined, that if Any of these stages come to a negative conclusion, it will be the planning of the project who decides on its execution, betting on strategic or subjective reasons, that could make advisable the option.

l. ANALYSIS OF COMMERCIAL VIABILITY

To begin we will see an investigation to the social networks at global level and then in Latin America realized in September of 2011 by ComScore. But first I would like to show an analysis carried out by this same company that shows the growth of the social networks at the world level on the dates July 2009 and July 2010:

Table N°2. (Growth in the number of users of social networks, millions of users).

	Julio-2009	Julio-2010	Incremento
Total global	770,1	945,0	23%
EE.UU.	131,1	174,4	33%
China	ND	97,2	ND
Alemania	25,7	37,9	47%
Federación Rusa	20,2	35,3	74%
Brasil	24,0	35,2	47%
Reino Unido	30,6	35,2	15%
India	23,3	33,2	43%
Francia	25,1	32,7	30%
Japón	23,7	32,0	35%
Corea del Sur	15,9	25,0	57%

The table shows users over 15 years old who use social networks only from home or work. We can realize that there has been a significant growth in just one year of study, the Russian Federation being the one that increased the use of these means.

We can also realize that China has opened to the use of these networks recently, which is why in July 2009 it has no information.

l.1 To social networks as a global phenomenon

Global audience of social networks surpasses one billion people

Around the world, social networks continue to grow as new users adopt the activity as a routine part of their online experience. The Graphic N º 4 It shows that in June 2011, one hundred million people (aged 15 or higher accessing the Internet from their home or work) visited a social networking site worldwide, an increase of 22% since June 2010. 81.4% of all Internet users visit social networking destinations, representing one of the world's leading online activities.

Graphic N°4. (Visitors to social networking sites).

Visitantes a Sitios de Redes Sociales Globales (000)
Fuente: comScore Media Metrix, Jun-2010 a Jun-2011, Visitantes Mundiales
Edad 15+ Hogar/Trabajo

Latin America among the most affine social networking markets

The regional visitor's analysis to the social networks category revealed that Asia Pacific, home to the largest online audience among the five world regions, contributed 32.5% of global visitors to the category. It was followed by Europe with 30.1% of regulars to social networks, while North America represented 18.1%. Latin America represented 10.2% of all social media visitors in June 2011, while Middle East – Africa recorded 9.1% of the audience in the category (Graphic N º 5).

By reviewing time-consuming participation in social networks, we see that Europe recorded 38.1% of the total minutes in social networks, followed by North America with 21.4% of the total minutes of social networks. Although Asia Pacific is home to the largest population of social networks in terms of visitors, the region recorded only 16.5% of all minutes in social networks, while Latin America recorded 12.8% of all the minutes on social networks worldwide, as shown graphic N º 6.

Graphic 5. (Visitors by geographic area).
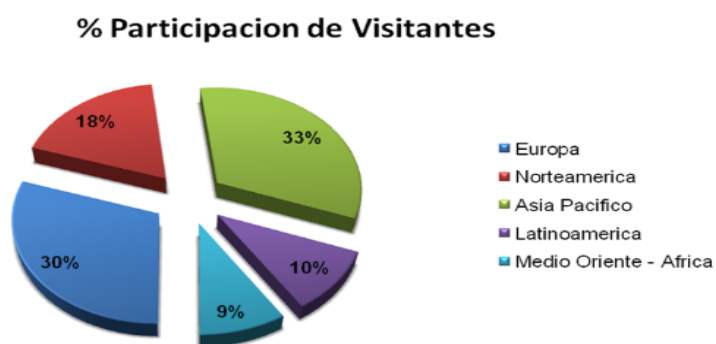
Graphic 6. (Participation per minutes according to geographical area).

Worldwide, internet users averaged 5.4 hours on social networking sites during the month of June. A look at the main markets based on the number of hours consumed in social networks revealed that half of the main 10 markets, were Latin American countries, which demonstrates the vast involvement of visitors of these markets in the Social networks.

Online users of Argentina averaged 10 hours on social networking sites in June to place third in the ranking, while *Chileans averaged 8.7 hours*.

The Colombians were placed in seventh place with 8.4 hours per visitor in the social networks category, while the Venezuelans were placed in eighth place with 8.0 hours.

Visitors in Mexico (7.1 hours) and Peru (6.6 hours) were also located among the main ones.

The Brazilians showed a relatively lower involvement than that of their Latin American neighbors with 4.9 hours, ranking as the market N ° 25 of the general ranking (graph N º 7).

Graphic 7. (Main markets According to work/home hours for over 15 years).
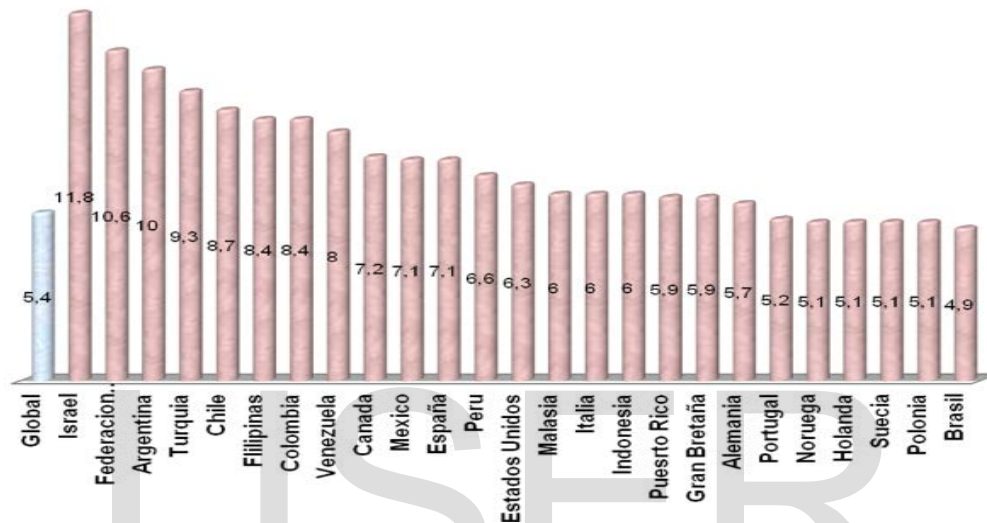
Latin American audience of social networks grows 16.5% in last year

In June 2011, 114.5 million people in Latin America visited a social networking site, representing 96% of the total online population in the region. Social networks in Latin America are not only large but also growing: their audience climbed 16% in the last year as we can see in graph No. 8.

Graphic 8. (Visitors to social networks in Latin America).
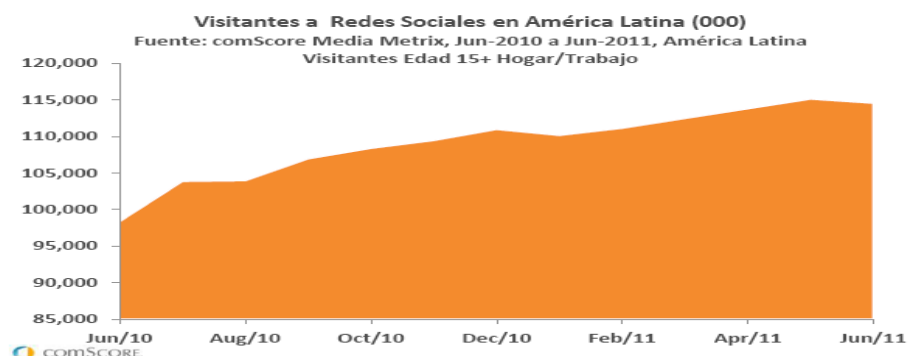
**Demographic profile of social media users in Latin America**

An analysis of the composition of the audience of the regulars to social networks in Latin America revealed that both men and women are equally prone to use social networking sites, where men represent 50.9% of visitors to sites and women They represent 49.1%. However, when looking at the affinity, women represent a greater participation of minutes (53.6%) than men (46.4%), as shown by graph N º 9. This trend was more significant in Brazil where women recorded 58.7% of all the time consumed in social networking sites during the month of June.

Graphic 9. (User's gender in Latin America).
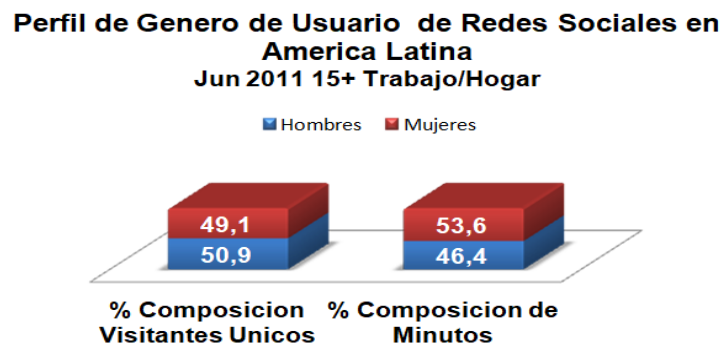
The graph No. 9 shows an analysis in greater depth of the visitors by age segment revealed that those of ages between 15-24 registered the largest participation in social networks with 33.1%, while those of ages between 25-34 recorded a 28.8% and Visitors of ages between 35-44 represented 20.3% of all regulars to social networks. Visitors of ages between 15-24 clearly showed the greatest affinity to social networks, recording almost half (48%) of all the time consumed in those sites during the month. This trend was more significant in Venezuela where the visitors of ages between 15-24 recorded a consumption of 3 of every 5 minutes in social networks (58.2%).

Graphic 9. (Composition of visitors and minutes in networks).
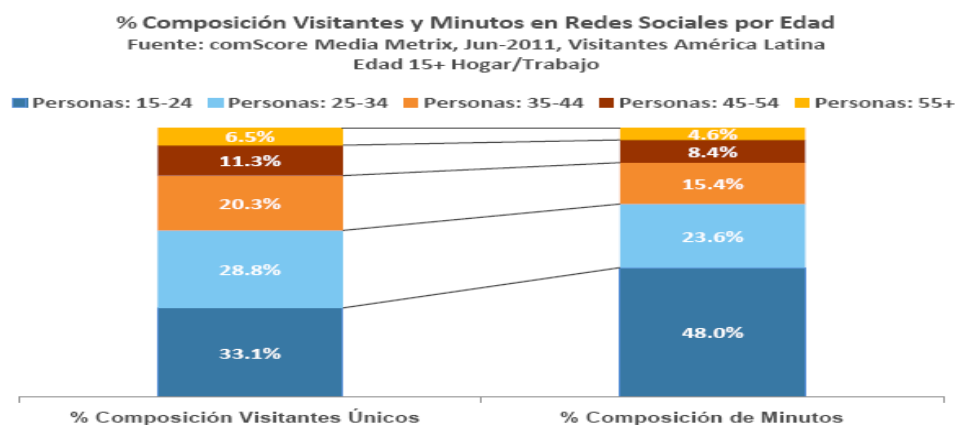
**Latin Americans adopt Facebook as the main social networking destination**

Facebook.com is a strong leader in the Latin American social networking market, reaching more than 91 million visitors in June, an increase of 52% over the previous year. The Facebook audience was almost three times more than the audience size of the site that follows, Windows Live Profile, which reached 35.6 million visitors in the region. Orkut was ranked number three with 34.4 million visitors, driven largely by the popularity of the site in Brazil. For its part, Twitter.com was ranked as the fourth largest site with 24.3 million visitors (a growth of 59%) as Latin Americans continue to Adopt the use of Twitter (graph N º 10).

Graphic 10. (Main social networks in Latin America).

Although the largest markets for Facebook.com in terms of size are the United States, Germany and India, many of the markets with the greatest penetration for the social network giant are in Latin America. In fact, five of the main 10 markets for Facebook.com in terms of penetration are in the region. Facebook.com reached 90.9% of all online users in Chile, positioning itself as the third most penetrating market in the world, behind the Philippines and Turkey. Argentina, Colombia and Peru immediately follow Chile, with all markets watching Facebook.com reach more than 89% of its Internet populations, while the site reached 86.9% of users Online in Venezuela (see graph N º 11).

Graphic 11. (Top Markets for Facebook).
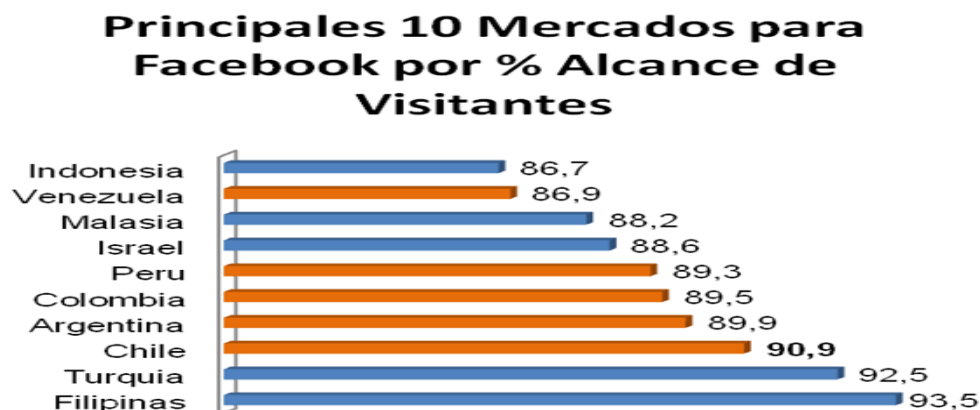
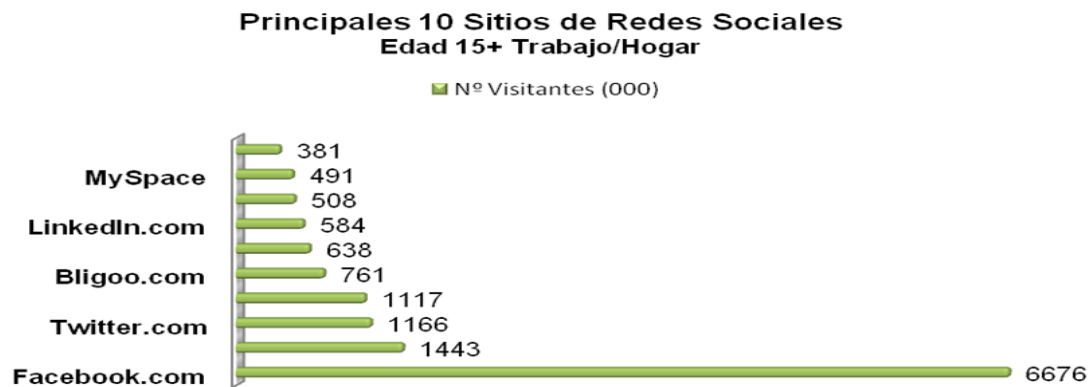### Chile: Latin America's most pervasive market for Facebook

In June 2011, 6.9 million Chileans visited a social networking site, representing 94% of the online population. Social networks recorded 32.2% of the time consumed online during that month, with visitors averaging 8.7 hours in social networks in this high market Mind involved, see table N º 3.

Table N°3 (Summary of social networks in Chile)

6.9 Million	Total Audience Social networks
94.0%	Online Population visiting social networks
3.6 Billion	Total minutes for social networks category
32.2%	% Total minutes Online
8.7 Hours	Average time consumed by visitor during the month
Facebook	Main social networking site

The social networking markets in Chile and Argentina are quite like each other. In Chile, Facebook.com led the category with 6.7 million of visitors, rising 8% in relation to the previous year. The social networking giant reached 90.9% of all Chileans online, positioning itself as the highest penetration market in Latin America and the third market worldwide for penetration of Facebook.com. Windows Live Profile secured the second place with 1.4 million visitors, while Twitter reached about 1.2 million visitors to locate as the third largest social network destination on the market. The audience of Fotolog.com reached 1.1 million visitors, reaching 15.2% of Chileans online, the main world market in terms of penetration of this site Photo Log (graph N º 12).

Graphic 12. (Main social networks in Chile)

Principales 10 Sitios de Redes Sociales
Edad 15+ Trabajo/Hogar

Nº Visitantes (000)

MySpace — 381, 491, 508
LinkedIn.com — 584, 638
Bligoo.com — 761, 1117
Twitter.com — 1166, 1443
Facebook.com — 6676

CONCLUSIONS

In 2011, it is observed that more and more Chilean companies use the interactive social media to attract new clients, Showing A six percentage point increase in a year.

The year Previous There was a growth in Chilean companies that use social networks, blogs, microblogs and forums to attract new clients, as revealed by a new global survey of the company.

In 2010, 43% of Chilean companies successfully increased the number of new customers through business activities related to social networks. A year later, the ratio grew by six percentage points to 49%. Compared to the previous year, the study also reveals that there are more companies in the global environment that use the interactive social media to communicate with their current clients and to retain them.

The proportion of companies that successfully obtained new clients through social networks, such as Facebook, increased by 7% worldwide.

52% of companies around the world and 54% of those in Chile use websites, e.g. Twitter and Weibo[7], to maintain loyalty to current customers, communicate with them and keep them informed.

48% of companies in Chile, compared to 53% worldwide, encourage their employees to join social networks, such as LinkedIn, Xing[8] and Viadeo[9].

---

[7] Social network, similar to Twitter, used to a large extent in China.

39% of companies around the world and 26% in Chile spend up to 20% of their marketing budgets on social media related business activities.

The activities in social networks underwent a total transformation and went from being something interesting to become a necessity since most of the companies in Chile (77%) and worldwide (74%) They agree that without the activities of the social media interactive marketing strategies have no chance of being successful.

However, Chilean companies (62%) and the world (61%) also emphasize the need to balance the means of marketing, which confirms their belief that marketing campaigns will not work without the combination of traditional techniques with the digital.

BIBLIOGRAPHY

ayora, m. (s.f.). *infoALEPH*. Recuperado el 14 de abril de 2010, de https://infoaleph.wordpress.com/2010/04/14/%C2%BFque-son-y-para-que-sirven-las-redes-sociales/

biobiochile. (2011). *49% de las empresas chilenas usan las redes sociales para captar nuevos clientes*. Obtenido de http://www.biobiochile.cl/noticias/2011/06/20/49-de-las-empresas-chilenas-usan-las-redes-sociales-para-captar-nuevos-clientes.shtml.

christensen, m. (2015). *comscore*. Obtenido de https://www.comscore.com/lat/layout/set/popup/content/download/32147/1820753/version/1/file/2015_Chile_Digital_Future_in_Focus.pdf

comenzando de cero. (s.f.). Obtenido de de https://comenzandodecero.com/concepto-y-principales-funciones-de-un-social-media-manager/

commucom. (25 de febrero de 2013). Obtenido de https://commucom.wordpress.com/2013/02/25/diferencias-entre-community-manager-y-social-media-manager/

danivaro. (s.f.). *el blog de daniel varo*. Recuperado el 21 de marzo de 2013, de https://danivaro.com/2013/03/21/para-que-sirven-las-redes-sociales/

diaz. (s.f.). *marketing digital*. Recuperado el 21 de marzo de 2013, de blog de alfredo Hernández : http://alfredohernandezdiaz.com/2013/07/02/medir-roi-redes-sociales/

Escritorio Familia. (s.f.). Obtenido de : http://escritoriofamilias.educ.ar/datos/redes-sociales.html

O´Reilly, T. (2005). *web 2.0*. Obtenido de http://www.canalpda.com/trackback/651)

---

8 Professional social network, used to manage contacts andProfessional etween.
9 Professional social network, second largest after LinkedIn.

Ponce. (s.f.). *walterponce.* Obtenido de http://walterponce.com/como-calcular-el-roi-del-social-media-con-el-ior/

red educacional crecemos. (s.f.). Recuperado el 29 de abril de 2013, de http://www.redcrecemos.cl/metodo-singapur-fin-del-estigma/prontus_red/2013-04-29/114222.html

valenzuela. (s.f.). *Estudio:el estado de internet en chile* . Recuperado el 2 de septiembre de 2010, de http://www.socialmediablog.cl/2010/09/estudio-el-estado-de-internet-en-chile.html#.UdnS4jtyEXs

IJSER