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Does communication improve with the use of social networks?

¿Mejora la comunicación con las redes sociales?

A comunicação melhora com as redes sociais?

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Abstract:

The social networks seen from different spaces indicate that, beyond the problems that can arise due to their misuse, there are more benefits that they can bring to different communication spaces, for which certain processes and good practices must be taken into account. We must learn to use social networks for the benefit of social, commercial, public and private environments.

KEYWORDS

Communication, Social networks, Social Media.

Resumen:

Las redes sociales vistas desde distintos espacios nos indican que más allá de los problemas que se pueden presentar por su mal uso, son más los beneficios que pueden traer a distintos espacios de comunicación, para lo que se deben tener en cuenta ciertos procesos y buenas prácticas. Es preciso que aprendamos a utilizar las redes sociales para beneficio de entornos sociales, comerciales, públicos y privados.

PALABRAS CLAVE

Comunicación, Redes sociales.

Resumo

As redes sociais vistas a partir de diferentes espaços indicam que para além dos problemas que podem surgir devido ao seu uso indevido, existem mais benefícios que podem trazer para os diferentes espaços de comunicação, para os quais determinados processos e boas práticas devem ser tidos em consideração. Precisamos aprender a usar as redes sociais para beneficiar os ambientes sociais, comerciais, públicos e privados.

PALABRAS-CHAVE

Comunicação, Redes sociais.

Social networks are part of the daily life of millions of people around the world (We are social, 2020) and their use has been studied not only at an interpersonal (Candrasari, 2020) or community level (Chan et al., 2020; Haşiloğlu et al., 2020), but also at the business level. In this area, it has been found that they have a positive impact on relationships within companies, on the performance of their employees (Chen & Wei, 2020) and in the relationship with their clients, stakeholders and community (Guo et al., 2020; Hila et al., 2020). On the other hand, the consequences of abuse in the use of social networks (de Pedro & Martín, 2018), unethical practices (Eckert, 2017; Oksanen et al., 2020), or the infodemic, characterized by the abundance of information on a specific topic, have also been studied. An example of this latter is presented around COVID-19 and its association with mental health problems such as depression or anxiety (Gao et al., 2020), among other.

With all this, the need to integrate good practices and regulations that allow a better use and optimize the benefits that social networks can have in different areas of society comes to light, beyond communication in informal spaces to commercial and public spaces (Dwivedi et al., 2020; Lovari & Bowen, 2020; Lovari & Valentini, 2020).

Issue 20 of *Obra Digital* addresses different spaces in which it is demonstrated that social networks can, in effect, contribute to better communication and even solve problems caused by their misuse, as can be seen in the article on the effects of misinformation on the brand image and the reaction of three companies in the food sector to a communication crisis. The importance at a business level of the use of more informative social networks to the detriment of the more conversational ones is also highlighted in a study of the structure of social networks in IBEX 35 companies.

On the other hand, different promotional strategies are analyzed on Instagram in a competition scenario on two continents. It is clear that many Chilean companies do not promote true communication with their interlocutors on Facebook, but rather limit themselves to one-way communication that does not generate engagement.

In other settings, we see that social networks open up new spaces for integration and conservation of traditions among unschooled Kurdish women, while the use that university students give to social networks during periods of academic mobility is also analyzed.

An article is also presented on the social perceptions of the Chilean national soccer team as a brand that has a high symbolic degree capable of uniting a fragmented society. Finally, we present a study on internal communication as a strategic area for innovation through change management and organizational happiness.

In this way, *Obra Digital* 20 corresponding to the period from February to August 2021, presents eight articles sent from three countries (Chile, Spain and Turkey) with representation from three continents. It is published in its original versions in Spanish and English, as well as a full version in English. We hope it is of your interest.

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