Inglewood News

The Weekly Newspaper of Inglewood

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SBWIB, Northrop Grumman Welcome Engineering Grads

The South Bay Workforce Investment Board (SBWIB) and its Aero-Flex Pre-Apprenticeship partners recently welcomed the first graduates from Northrop Grumman's Spring 2017 HIP (High School Involvement Partnership) program. Among the 23 youth enrolled in Northrop Grumman's HIP program, 20 enlisted in SBWIB's pilot "earn and learn" Aero-Flex Pre-Apprenticeship in Engineering. Photo Provided by SBWIB

Companies Getting the Message About Social Media's Impact

By Rob McCarthy

Coke and Starbuck's aren't content anymore to be your go-to beverage. They want to be your friend and for you to like them. Your likes and dislikes, they're willing to listen. And, they're thrilled when you tell your family and inner circle about the relationship because that's what friends do.

Social media has changed the relationship between a consumer product company and its customers so that it more closely resembles a friendship than a business transaction. Nearly half of Americans use social media, according to industry-tracking reports. The most popular social media site is Facebook, followed by YouTube and Twitter. These sites started as a person-to-person conduit for staying connected through messages, photos and videos shared back and forth. MySpace was an early crowd favorite until Facebook launched in 2006.

Marketing executives at first failed to see the commercial potential for social media and dismissed the Internet as a fad that would pass. Marketing and social media are intertwined in today's consumer marketplace, and skillful users of social media are careful to inform and engage people on the web. Though some selling is considered acceptable and necessary to justify the expense of creating social media content on a daily basis, experts in the field recommend a 70-20-10 ratio of non-promotional content, shared content from other websites, and the smallest amount being outright selling. The experts say that balancing relevant content and information with the occasional product pitch is a proven way to increase sales without annoying your online audience.

Coca-Cola has 104.5 million Facebook followers, making the soft drink company the most followed brand on the number one social media site in the world. YouTube is second with 82.5 million followers. Other brands attracting a large following on Facebook are Red Bull energy drink (48 million), Microsoft Windows (45.5 million), and Nike Football (44.5 million followers). Instagram, Oreo, PlayStation, Converse and Starbuck's Coffee crack the top 10, according to statistic.com, a data-collection service that covers American life.

Companies aren't the only marketing teams competing for fans in cyberspace. The Los Angeles Lakers are closing in on 21 million followers on Facebook. The team, which brought in Magic Johnson to oversee basketball operations and the upcoming NBA draft, offers diehard and casual fans updates about the draft, preseason games ahead of the next season, and a video interview with strength and conditioning coach Gunnar Peterson. There's an occasional promotion of Laker merchandise, but most of the content

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