Research on Discourse Management of Social Media In Western Multinational Enterprises

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ABSTRACT. *This paper analyzes the discourse management status quo of social media in western multinational enterprises. It points out two existing situations in the discourse management, which include successful and improper uses, and the significance of successful use -- the application of social media is conducive to promoting the openness and transparency of enterprise's news ; the widespread use of social media has established a bridge for communication between companies and the outside world; the correct application of social media is conducive to improving the company's product quality and effectiveness; the correct application of social media can provide enterprises with excellent customer service resources as a guarantee. The paper also offers some suggestion for further improvement in the discourse management in western multinational enterprises: social media should listen carefully and humbly to everyone's feedback on their business ideas and commercial products; companies need to communicate relevant information honestly and artistically on social media and focus on the diversification of social media use.*

KEYWORDS: *Social media, Enterprises, Discourse management*

1. Introduction

With the boom of modern social media and the decline of traditional paper intermediary, enterprises are required to attach importance to social media operating in the interest of occupying the market share, especially these multinational enterprises. Social media platforms allow people to share opinions, profiles, experiences and opinions, and more and more people regard social media as an important channel to get news, and information supplements.[1] Based on the interactive functions, social media have their own unique advantages of marketing, collecting data, distinguishing customers, developing relationship between enterprises and customers and building brand, etc. So, more and more enterprises establish the department responsible for running social media. The main social media used by western multinational enterprises include Twitter, Facebook, Instagram, Microblog, and WeChat. When an enterprise sends a message or advertisement in social media, they can collect a lot of data from the amount of hits, page views and comments. These analyzed data are the most direct feedback from customers, which is really beneficial to enterprises to adjust program of production and marketing strategy to satisfy the demand of customers. Likewise, take Coca-Cola as an example, it has 52 million Facebook fans, 600 thousand Twitter followers, 18 million My Coke rewards members, etc. The huge number of fans are loyal customers of Coca-Cola. Once it sends a message, all of the fans in every social media are the first group to learn about the message, and social media also make it possible to do the marketing even at a very low cost for Coca-Cola. It makes the marketing not only accurate but also efficient. Based on the open and convenient features of social media, enterprises are more accessible to have a two-way conversation with customers instead of one-way conversation, which is less friendly and efficient. Interactions between enterprises and customers such as the questions asked in social media would be answered, the ask and answer just like two are talking face to face, which is a good way to melt the sense of distance. By sharing their concerns about social events and carrying social responsibilities such as support to local policies and be active in charity, which helps enterprises build a connection with customers and enrich their brand connotation. Every coin has two sides. Operating Social media correctly benefits a lot to brand building and marketing, while using it in incorrect way does harm a lot. Enterprises will take the risk of being against when enterprises express a view about social events, especially they are involved something serious and controversial. Likewise, social media can break a brand by spreading the bad news just as it helps spread the good news. Bad news will be enlarged in social media, which could be a destructive hit to brand imagine for a long time. As matter of fact, it's a test to enterprises because everything sent by enterprises in social media will be shown to the public, and judged by a great deal of people. Social media is a double - edged sword, the point is how to use it. It's a good platform of building brand and marketing

when used well, also a challenge to be tested.

2. Discourse Management of Social Media

Nowadays, many enterprises pay more and more attention to the value and marketing of social media. The use of social media by enterprises has also become an important "subject". The successful use of various social media is conducive to establishing a good brand image and promoting the development of enterprises. However, inappropriate use of social media can also cause damage to businesses. Whether an enterprise can make good use of social media, correctly use social media discourse and interact with consumers will determine whether it can gain a higher position in the market competition. In this part, we will show you some examples of reasonable and inappropriate use of social media.

2.1 Successful Use of Social Media

The successful use of various social media is conducive to the establishment of a good brand image and promote the development of enterprises. The Enterprise reports the social activity and the Public Welfare undertaking in real time to the public through the micro-blog platform, draws close with the public the distance and enables the public to understand the enterprise more.

Take the coca-cola as an example. The success or failure of Coca Cola in Internet marketing highlights the exploration of a new marketing model of an old brand. [2] "On February 10(US time), 1.5 million masks and 40,000 protective suits donated by the coca-cola foundation set off for China. The package says, 'I will be there for you, it will get better, ' " [3] It is released through micro-blog, which is a popular and widely read platform, and can serve as a timely and rapid means of communicating information to the public. Public Welfare is conducive to the establishment of a good image of the enterprise, the comment area have expressed their appreciation and support for the coca-cola brand, and some people said that they has ordered products. 'I will be there for you' fully demonstrates coca-cola's sense of community of human destiny. "It will be fine" expresses good wishes to China. This has a positive effect on the consolidation and expansion of the source of consumers and has enhanced the goodwill and credibility of enterprise.

Meanwhile, Coca-cola's Facebook page was not created by the company, but by two of the brand's silk creators. In August 2008, they searched Facebook for their favorite fan page to share their love of Coca cola. Unable to find an ideal web page that would satisfy their ideas, they created their own coca cola page. The coca-cola Facebook page started out as the largest brand page on Facebook.

Coca-cola has been extremely focused on social media interaction with the public, and also very good at using Facebook fans to bring information resources, coca-cola has been closely linked with consumers and interaction.

The company's Chief Marketing Officer points out that "throughout its history, coca-cola has brought simple pleasures, moments, to people around the world every day. We now have a global community of more than 50 million people who are closely connected through Facebook. We can take this opportunity to work with our most supportive fans to find ways to make the world a happier place. [3] coca-cola has repeatedly used the words "common" and "close connection" in this campaign, creating a common culture and atmosphere of the fan company that enables consumers to feel that they have made a reference to and contributed to the development and design of their products, thereby strengthening consumers' delight and support for the brand.

In terms of the linguistic and symbolic features that make up speech acts, most enterprises conform to the discourse habits of social media and consciously lower their formal and serious discourse styles in other media when they implement speech acts, Enterprises create a relatively relaxed and friendly tone of discourse, the audience as their own "friends" and actively seek interaction with the audience. At the same time, the use of language and symbol resources in most cases skillfully establishes the relationship among speech acts, contexts and enterprise products. It promotes the timeliness and the sense of substitution of enterprise social media discourse, and enhances the communication effect. These characteristics distinguish social media discourse from traditional corporate communication styles such as corporate annual reports, social responsibility reports and business letters, and highlight the importance of building corporate affinity.

2.2 Improper Use of Social Media

The use of social media has two sides. In order to build corporate image through social media, it also needs

to take risks. A famous fast food brand in the United States once led a marketing tragedy in 2012. At the time, the enterprise launched an activity on Twitter asking people to write their stories about the brand, in an attempt to demonstrate its popularity by collecting stories. However, the activity became an opportunity for many people who don't like it to poke fun at the brand. They wrote about their bad dining experiences, and the marketing ended badly. Social media brings about widespread public participation, and public participation means a lot of uncertainty. This is exactly what the company has ignored. Marketing in times of disaster also requires caution. On October 29, 2012, Hurricane Sandy swept the East Coast of the United States, affecting one in five Americans. However, an American clothing brand saw the disaster as a marketing opportunity. The clothing retailer sent out a Twitter Monday night, offering 20% off to customers for the next 36 hours "in case you're bored during the storm ". Some brands have launched an online campaign with the word "Sandy." Almost all of these brands had been malicious reply and boycott. The upshot was that these brands were on Business Insider's list of the worst marketing failures before the storm had fully passed. In fact, from a purely logical point of view, people can only stay at home during the hurricane to surf the Internet, online shopping malls to do a promotion seems to be a normal thing. As the head of the clothing company later said: "We were simply hoping to do something to mitigate the effects of the hurricane. We never intended to exploit a natural disaster or to provoke anyone. For this promotion, our factory staff are sticking to their jobs." [3] But he misses a crucial point: there is nothing wrong with the promotion itself. But associating brand promotion with a disaster that killed hundreds of people, and deliberately using the popular label to profit from the misfortunes of others, clearly touched a delicate nerve in the disaster zone. Of course, that's not to say that companies can't do anything during a disaster. But marketing during a disaster should not be aimed at making money, but at meeting the emotional needs of more realistic consumers. Donating money and providing help to the people in the disaster area can set up a good corporate image. During the COVID-19 outbreak, Batilla, an Italian pizza company, invited those who stayed at home to take an online cooking course. The campaign was the perfect solution to the problem of home-cooked meals, including how to cook, and Batilla offered new recipes to make it easier for homesteads around the world to learn about Italian cuisine. Barilla's careful consideration of the status of its users and the help of food training courses to share food in a way that resonated with them was a great marketing success. Social media brings new opportunities and challenges, which require marketers to keep pace with The Times, understand and master social media technologies and platforms. Social media requires marketers to work together more than ever before. In addition, enterprises should not rush to success. Ignoring the negative effects of social media, ignoring the features of universal participation in social media and choosing inappropriate time and topics may lead to a failure of marketing.

2.3 The Impact of Social Media

With the rise of social network media, the interaction between consumers and enterprises is increasingly strengthening and valued. Consumers hope that the products they use can be deeply matched with their own values, so as to highlight their lifestyles and concepts of their lives. The development of digital and network technology has increased the possibility of satisfying consumers' material and cultural needs to the greatest extent. As an e-commerce company closely related to the Internet, whether it can make good use of social media, whether it can correctly use social media discourse, and achieve interaction with consumers will determine if it can gain a higher position in market competition. Based on this, in recent years, many companies have paid more and more attention to the value of social media and marketing, and the development of social media in China has gradually matured. Coca-Cola has a considerable number of customers in China. Compared with other companies, Coca-cola has a huge advantage in social marketing, and is expected to allow companies to obtain more marketing value from it. Therefore, the appropriateness of social media discourse is of particularly importance in the development of enterprises. So how does this importance manifest? Interactive sociolinguistics believes that language has indicative and social meaning. We use language to not only express what we want to communicate, but also indicate our identity and the social groups we represent.[4] In the above Coca-cola example, its close contact and interaction with customers greatly increased the customer's love and support for the brand. In terms of its success in social media discourse, the impact of social media discourse on corporate marketing development is increasingly becoming evident, mainly in the following aspects:

2.3.1 Attracting Customers and Enhancing Customer Loyalty

The development of social media makes marketing channels more abundant, and the interaction of social media makes marketing more user-friendly. Once the brand has established a brand image and reputation on social media, your potential users and existing users will continue to follow the brand and follow the brand's trends in real time. Therefore, enterprises can attract customers and enhance customer stickiness through online marketing. Enterprises can use the trust created by social media to attract potential customers, and can also

increase stickiness to unstable customers. In contrast, the MC Stories campaign initiated by McDonald's and American Apparel's use of hurricane marketing are two marketing tragedies. These two examples tell us that the inappropriate use of social media discourse is not conducive to attracting customers, and will reduce customer stickiness. In the process of interacting with customers, if the enterprise brings a bad experience to customers, it will lose potential customers, even existing customers, then the brand image and reputation established by the brand in the development will be greatly reduced, and ultimately will not Conducive to enterprise development.

For the brand, whether the user's remarks are praised or criticized, it is the user's response to the brand. This conveys the user's satisfaction with the brand. The brand borrows social media and actively communicates with the user to increase the brand's user loyalty and promotion users are very helpful to the brand impression.

2.3.2 Enhancing Brand Images

Every participant in social media will disseminate certain product information to a certain extent. When the information is aggregated in a tangible or intangible form in the real or virtual world, a large-scale dissemination trend may be formed. In the process of interaction, customers take praise for products and services, in fact, they are doing free advertisements for enterprises. In the increasingly mature social marketing, the advertising effect of social media is gradually highlighted. At the same time, enterprises can use social media to a certain extent to help resolve the crisis in the development of the enterprise. If the company has some problems in the operation process, the proper use of social media discourse can shape and convey the customer-oriented corporate culture, strive for customer trust and support, and further improve and enhance their brand image. On the contrary, if the brand uses inappropriate social media discourse, this kind of communication will become a negative communication. When the user's negative comments on the company reach a certain level, it will have a very adverse impact on the development of the company. At the same time, if the crisis in the development of the enterprise cannot be resolved in time, the future development of the enterprise will also be greatly hindered. In the era of social media, audiences are more converted into users who express opinions and evaluations. The media needs to understand their needs based on the diversity of users and form a relative unity of multiple demands.[5] Therefore, managers of enterprises should pay attention to that in this era of prevalence of digital and network technologies, disseminating positive and useful information will always be a beneficial measure to help companies succeed. And actively serving your customers on social media is the worthy thing to do.

3. Conclusion

The application of social media has played a vital role in the development of enterprises. Firstly, the application of social media is conducive to promoting the openness and transparency of enterprise informatization, and enhancing the third party's understanding and awareness of the enterprise. The openness and transparency of company information puts the company under the supervision of the public, and enterprises should pay more attention to their own development and improvement. Secondly, the widespread use of social media has established a bridge for communication between companies and the outside world (consumers, etc.). Enterprises use social media platforms to deliver company-related information and the latest developments to the outside world. And the outside world's acceptance and feedback of company information can also be used to carry out the external voices and wishes of the outside world through this platform, which can be more directly and conveniently heard. It is beneficial for the company to set goals and directions for the next step of development and improvement. Thirdly, the correct application of social media is conducive to improving the company's product quality and effectiveness. Feedback about product quality is directly output through the platform. Everyone can talk freely on the media platform and talk about various aspects of product performance and problems. Only when the company receives the feedback correctly can it know more clearly how to improve the product to meet the needs of consumers and users. Fourthly, the correct application of social media can provide enterprises with excellent customer service resources as a guarantee. Through social media platforms, companies can place customer service on this platform. Consumers directly contact the customer service staff of the enterprise through the media platform to solve various problems encountered in product trials more conveniently and quickly.

Social media has played a crucial role in the development of enterprises, but how to use social media correctly is also the key to consider. Social media is a double-edged sword. If it is used correctly, it will have a key impact on the development of the enterprise. Firstly, social media should listen carefully and humbly to everyone's feedback on their business ideas and commercial products, and further improve and develop the company's business ideas, production capacity and quality based on customer feedback. Enterprises need practice and time to listen to the voices from social media in a modest manner and extract valuable information to promote their own better development. Secondly, companies need to communicate relevant information

honestly and artistically on social media. The information communicated by the enterprise through social media must be honest and practical, rather than concealing information from the public or cheating. At the same time, when transmitting information, we must pay attention to the transmission method and the artistic and rationality of the transmission sentence. Use the methods that are acceptable to consumers to deliver the correct information. Thirdly, focus on the diversification of social media use. New media platforms are developing rapidly, and enterprises should also pay attention to the diversification and diversity of new media platforms. Different social media platforms have different audiences. Enterprises should accurately determine the users of products and at the same time determine a variety of media platforms based on the objects. In summary, an excellent company should learn to play social media reasonably and accurately, and promote the further development and progress of its own enterprise through social media platforms.

Acknowledgments

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