

There has been a call for greater transparency from social media platforms. Recently, this call has seemed to materialize into reality, when social media platforms such as Facebook, Twitter, and YouTube revealed information about how often and how many times their technology received requests to remove specific content and how effective the social media platform's policies were at preventing users from accessing content that violated the platform's policies (Ruwwe et al. 2019). This change from the previous opaque and often unresponsive social media platforms, is a critical step in enabling consumers to see where social media resides on a spectrum of transparency and accountability. As more platforms increasingly use automated content moderation, algorithms, and algorithms to identify spam and banned content, and as these systems are becoming more advanced, it is not surprising that more real-time visualizations of these processes, similar to Twitter's visual tracking tool, have become increasingly popular. As well, as platforms are increasingly responding to COVID-19 related misinformation and social distancing campaigns, as they did to censorship campaigns in the past, more public displays of efforts to uphold the platform's policies and their level of success in doing so are needed. Considering social media for the world of marketing and advertising can be challenging, as there are several critical questions that marketers and academics must answer when discussing marketing that takes place across social media. For example, is social media a place for pure marketing, brand advertising, or both? In many cases, the answer will be yes. Marketers and brand advertisers may find themselves watching their own social media presence for insights on how people react to their advertising and marketing messages on social media. However, as social media has become one of the primary ways in which a wide range of people interact with each other, people are increasingly communicating with their offline networks and friends in real-life. It is unclear, however, if these interactions will continue online. It is also possible that the actual mechanism of social media is also changing, with people increasingly combining online and offline activities. Thus, the social media we use online will likely also become the social media we use offline and vice versa. Therefore, there is an opportunity to study how marketers and brands can be more deliberate in their social media efforts. In the short run, it is critical that marketers and brands understand the type of content and message that resonates with their consumers and in the longer-term, businesses will need to stay connected with, and engage with, their customers in both an online and offline manner. After all, as we have seen many times in the past, when the next disruptive technology arrives, there is no longer a place for the traditional marketing efforts, and social media becomes the new way to connect with customers.

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