

# ASPECTE PRO ȘI CONTRA ALE PREZENȚEI CORPORAȚIILOR PE REȚELELE SOCIALE

## PROS AND CONS OF CORPORATE SOCIAL NETWORKING

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**Abstract:** The culminant evolution of social networking among Internet users is no longer “just a trend”. The social network became more than a tool for connecting people; it became a way of life. The evolution of social networking could not escape the corporations’ attentions, which are in constant search for new instruments meant to help them increase their market shares and the clients’ adoption rate. The paper starts by analyzing the dynamics of social networking, followed by relevant examples and statistics. The discussion leads to a set of advantages and disadvantages of corporate social networking. In the end, important conclusions are advanced in regards to the implications that the particular nature of social networking brings in terms of: Internet customers’ habits, on-line marketing techniques and corporate image risks. The paper is of interest to Internet users, corporate managers, academics and researchers.

**Keywords:** Internet, social networks, social media, communication