Social Networks as Communication Support to Non-Classroom Educational Programs

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Abstract: As technology advances in this global world, educational institutions will progressively reconsider their previous work practices and lean towards more flexible and competitive strategies, such as those offered by TICs.

From supply chain management to more effective work practices, cloud computing, increased use of video communications and mobile work, no functional area is not taken into account.

The rapid development of social media, interacts as a key meeting tool and is, unquestionably, part of this transformation, as more and more educational institutions take advantage of this channel to increase the loyalty of current customers and, also, as a successful tool for attracting new students.

Keywords: Social Networks, Education, Non-attendance

INTRODUCTION

Reasons Why Companies Prefer Facebook

1. Brand Advertising

Facebook can be an excellent source to raise awareness about the brand, and also the great reach in people of a very large age range. It is ideal for building relationships between the company and its consumers.

2. Customer Commitment

Using Facebook applications devised to raise awareness of promotional campaigns for companies, events and competitions. It may be another important point to take advantage of to attract consumer participation with the brand of the company, the products and services.

3. Direct Traffic to the company

Facebook can act as a traffic redirection point to the company's Web site and other online properties.

4. Managing company reputation

Facebook can be a useful tool to know the opinions of the consumers, about the company. In addition to the profile that the company may have on Facebook, you can use the data provided to be located using search engines and occupy a good position that can benefit.

5. Acquiring new customers

Facebook offers the company the opportunity to find new customers that otherwise would not be easy to locate and establish contact.

6. Find potential Customers

In relation to the previous point, Facebook not only puts in contact with potential customers, but it serves to filter and select the best. The company then establishes a relationship with them and establishes the process.

7. Retain customers

Facebook allows companies another channel to build the relationship with customers, keep them informed, and establish a link with them, preventing them from leaving the conventional company.

8. Feed-back mechanism

Using Facebook and other applications can help you understand consumer behaviors and trends by sharing the content and information displayed on the networks.

9. Expand Business

Facebook can offer the company the opportunity to build a successful business.

Facebook reigns as the main Social network

A look at the main brands of social networks revealed that, perhaps without being a surprise, Facebook.com was ranked as the main social network by a wide margin. On June 2011, 734,240,000,000 people visited Facebook.com globally, an increase of 33% over the previous year. Mean while, Twitter.com climbed to the second place reaching 144,441,000 visitors (a growth of 56%), followed by Windows Live Profile with 119,467,000,000 visitors. The social network of LinkedIn.com professionals reached more than 84,356,000,000 visitors worldwide, securing the fourth place, followed by the Chinese site QQ.com microblogging with 74,821,000,000 visitors. (see graphic N ° 1)

Principales 10 Sitios de Redes Sociales Globales

Sitio	Nº Visitantes (000)
Yahoo! Pulse	37,6
Orkut	51,754
Vkontakte	61,035
Renren.com	66,073
MySpace	71,526
QQ.com Microblogging	74,821
LinkedIn.com	84,356
Windows Live Profile	119,467
Twitter.com	144,441
Facebook.com	734,24

Graphic 1 (Main social networking sites)

THEORETICAL FRAMEWORK

Why academic programs?

Remember that academic programs have been chosen to start with SMM, as marketing strategy will launch a massive product to make the company known faster than the other products which are offered to schools , this would take longer to promote and see desired results.

To answer the question why academic programs?, we go back to a study on online careers conducted by MIFUTURO.CL and published by "El Mercurio" which says:

Online Careers:

The massiveness of the Internet and the interest of many young people who work, but who also want to obtain a degree, has caused that only in five years the number of students of online careers is duplicated. The high demand was that since the year 2008 the offer of non-presential programmes was also duplicated.

If in the year 2008 there were 106 races, today there are more than 200, with 11000 young people and adults studying from, Social service to engineering in risk prevention.

Johana Allimant, Vice-rector of admission of the UNIACC University, says that his students are between 28 and 42 years old, many of them registered to finish studies that left unfinished. "The design seeks a virtual classroom with

content that not only allows to learn subjects, but also to work in community, respect rules and uses of the Internet. Written, audiovisual content is provided and the student's relationship and closeness is maintained through advisors who follow up, "says the scholar.

There, almost two thousand people study mainly in areas of administration, psychology and communications. There are also postgraduate degrees for those who want a value added to their careers, without leaving aside their work or family.

Face Exams

This factor is replicated in other institutions such as the Catholic University of Temuco, which carries out postgraduate courses. Here, however, the evaluations are in a timely way to ensure the student's identity. "There are also works via digital, as a team (...) There is practical information, case analysis and forums where they have discussions, "says Fernando Peña, academic vice-rector.

In general, institutions seek mechanisms to ensure learning, as the vast majority of these careers are not accredited. According to data from the MINEDUC, about 20 programs are certified, because there is no special protocol for this modality.

Ana Elena Schalk, academic vice-rector of the Instituto Profesional Providencia (IPP), says that in order to certify her offer they did a special job with the accrediting agency, which I occupy indicators that are used abroad. "They have to ensure a robust platform, available 24/7, with tools and content management that promote learning," says the academic, who also participated in an advisory committee of the National Accreditation Commission on the subject.

In 2009 the instance made a proposal for certification of distance racing, but the date has not been implemented.

But as long as no specific criteria are established, the campuses look for their formulas. So did the E-learning of the Universidad Mayor, which is accredited in the United States, as well as these programs. The director Pablo Densa emphasizes that the training to teachers was fundamental to ensure that each titled online has the same level as one person.

In the traditional Teleduc, focused on diplomas to institutions, they say that the trend is moving the teaching to the web and that, in addition to professors, we work with a system of tutors that motivate and assure the participation of the student.

## RESULTS

Evolution of supply and demand

- Undergraduate Programs:

In the year 2008 existed 106 non-face races, in the year 2012, is achieved an increase of 91.5% becoming 206 races not preSenciales, see graph N º 2.

- Plates:

As for the demand, in the year 2008 there were 5,181 registrations to these non-attending courses, reaching 11,143 plates in the year 2012, increase of 115.1%. As SE can be seen in graph No. 3.
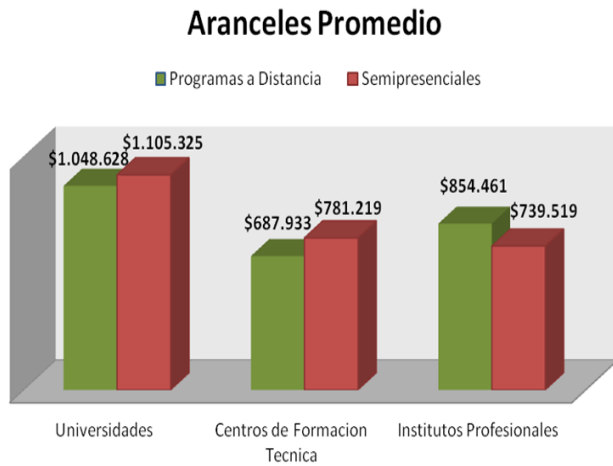
Graphic 2. (Increase in non-face racing).

N° Carreras de Pregrado
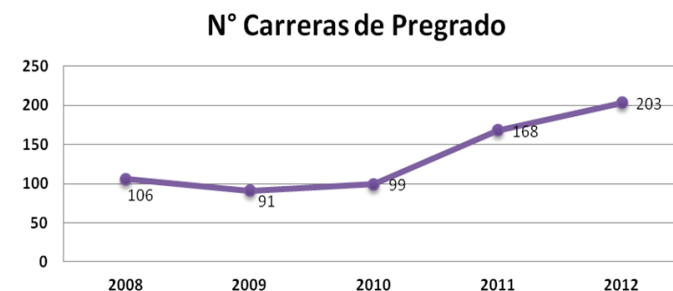
Graphic 3. (Increase in non-classroom tuition).
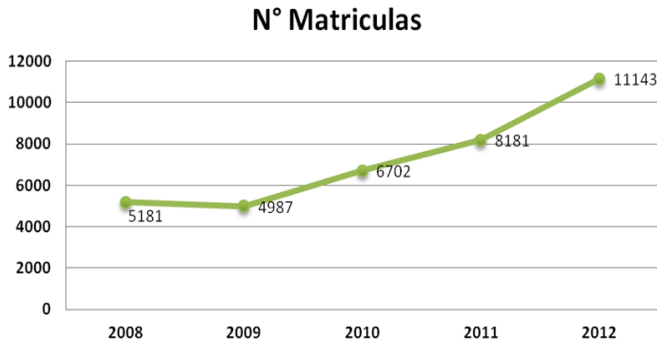
Graphic 4. (Average tariffs).

With the information taken, read and analyzed. We can say that the market is sensitive to the project offered, because it uses the Internet, specifically social networks for different types of things such as communication, distraction, among others. In addition, the consumer spends substantial work/home time on it.

As we can also realize, many companies at national and international level use social networks for different purposes, this serves as a reference, to make a decision to use or not this project.

We can also say that the first product selected to be offered in social networks is the right one thanks to the information provided by Mifuturo.cl and Diario "El Mercurio" on the increase of online races in our country.

TECHNICAL FEASIBILITY

This viability, studies the different possibilities both material, physical, chemical, among others, to carry out the project.

As mentioned in the presentation of the problem, this project not only takes advantage of the tools of the social networks, which we will see later, but also the technologies of the information and the communication, also called TICs.

Within these TICs we find some web tools and sites that are not listed as social networks, but serve for the massing of elements, such as videos and photographs as we will see.

Web 2.0

A web tool that can help us and facilitate the achievement of the objectives, is the Web call 2.0. This web is oriented to interaction, to generate own content and social networks, ie, act as meeting points for people.

The web is interactive for users, this means that you can edit, add and delete site information in order to keep them updated in a fast, practical and simple way.

Then we can say that the Web 2.0 is like a balloon that brings together the different social networks and also the so-called Platforms 2.0. Among the different platforms we can find Facebook, Flickr, Youtube, Twitter.

Now we will see a brief description of the tools that are used, which are not listed as social networks, but rather as social platforms.

Youtube: It is a web dedicated mainly to videos, but also to share photos, images and montages as long as it is audiovisual material. Here the common users and companies can publish and share videos in digital format. It is the most popular web because of the great variety and the ease to publish.

You can find a wide variety of videos, from very old, current productions, documentaries, home made filming, product operating instructions, programs, video clips and any type of filming.

Flickr: A free website that allows you to store, order, search, sell and share pictures and videos online. Its popularity is mainly due to its ability to manage images using tools that allow the author to label[1] Your photos, explore and comment on the images of other users.

The use of these sites of interaction or web platforms gives us the advantage of being able to publish photos and videos for free to reach a level of public target greater than to only use the social networks to reach the proposed objective.

To continue with the analysis of the tools that we will be able to occupy in the development of this project, we go back to the seen in the commercial viability, which shows us that are Facebook and Twitter the most used networks worldwide. That is why we will take them as references to know if they serve as tools to achieve the proposed objectives.

In order to improve communication, we should know that, when and how to publish in addition to the tools to be used in social networks.

Generally, networks have a given number of characters, for example Twitter, which has 140 of them to publish what they want to communicate. Using this space properly is essential to achieve the success of a campaign, offer or others.

For example, using Hashtag (#) on Twitter, generates a link that click allows you to view all the tweets that have included it, this helps us to increase the people who view the message. An example of a hashtag could be: #Magister, etc.

To make good technical viability, we must consider the different ways of using social networks, now is the turn of Facebook, here we find the following question: Form a page, group or create a profile as a person, where Should they add to these?

To answer this question, we should know that they are and the differences of each one.

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[1] The keyword that is assigned to a data to be stored in a file.

Differences between creating a page, profile, or Facebook group.

Table 1. (Differences Between: page, Profile or group).

Perfil	Página	Grupo
It represents a single person and bears the name by which he is known.	It represents an organization, institution, brand, celebrity or personality, it bears its commercial name, artistic or publicly recognizable.	It represents a set of profiles that share a common interest and where it is not obligatory for everyone to be friends with each other.
It contains personal information, this forms a timeline at the time of Activate your biography on Facebook.		
Contacts are identified as their Friends.	Their followers are users with profiles and are identified as a quienes They like The page	Contacts within this group are identified as Members of the group.
To befriend someone must Add it as a friend.	PTo follow a page you must click on your I like button.	Members can send an invitation to their contacts to be part of the group.
It has a certain limit of friends.	They don't have a certain limit of followers or I like it.	They work best when there is a small and manageable number of members (no limit).
Usually the information and its updates are private and visible only to friends.	Updates are generally public and visible to everyone, whether they are followers of that or not.	Updates are visible to members, unless it is an open group where anyone can see it.
Updates are published under the name of the person.	Updates are published under the name of the page.	Updates are published under the name of the member who publishes them.
It is ideal for creating and sharing information, updates and Photo albums With friends.	It is ideal to be used as an advertising tool or to share public information.	They are ideal for small sets of people who share an interest.

With the above information we can determine that the best option as a company, is to use a Facebook page, since this is focused towards the company and the promotion of a product and/or service, we must also always keep in mind that a group can be used in Any time if necessary, regardless of whether it is a company who believes it or a natural person.

To consider that by using different tools both in social networks and in media via web, we must be clear about the objectives of the company and what it wants to achieve with the use of this project.

A key tool on the Internet are SEO and SEM positioning. Which consist of:

- Seo: Search Engine Optimization *(Search engine positioning)* It is the process of improving the visibility of a website in the different search engines, like Google, Yahoo, Altavista or Bing in an organic way, ie without paying the searcher money to have access to a position highlighted in the results. This can be achieved through two forms, the traditional one through an adequate choice of keywords, ie to do an internal optimization and then externally creating links pointing towards the company. or social form, which consists of social networking links to the company's website.

- Sem: Search Engine Marketing *(Search engine Marketing)* It treats everything related to the promotion and appearance in the search engines. This is a paid method that includes search engines like Google, Yahoo, Microsoft Live, among others. In addition to advertising on social networks. We can then define SEM as any advertising where whenever there is a payment in between.

It is our responsibility, when using the SEO and SEM tools, to know which are the most used Internet search engines to implement this strategy. For this we have a ranking of the most used search engines in PC[2] At the global level.

Google is the market dominator. Its strength grows, going from 78.64% in April 2012 to 83.10% in February of this year. Yahoo and Bing also gain ground, moving from 6.67% to 7.90% and 4.75% to 5.27% respectively in February 2013. The one that seems to have the hours counted is Baidu because in little less than one year has declined from a 7.71% to a 1.81%. Ask is held in fifth position with 0.62%.
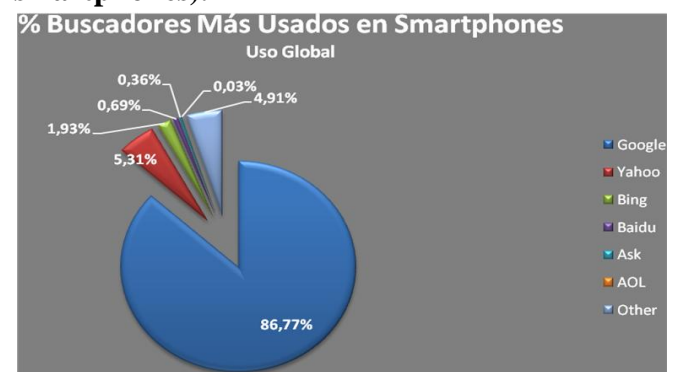
Graphic 5. (Most used search engines on PC).
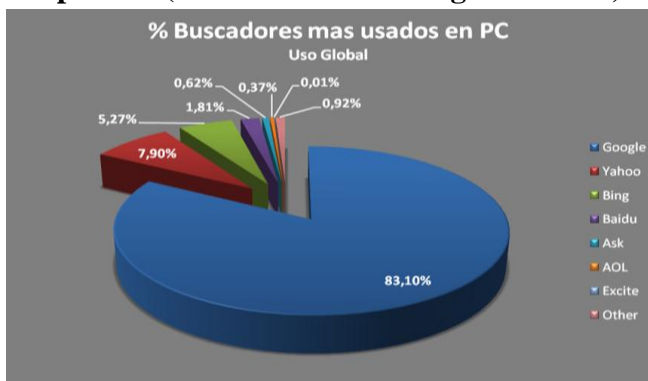
In the case of search engines in smartphones[3], Google also dominates, but with downward trend. It has gone from 91.14% in April from 2012 to 86.77% in February 2013. Yahoo and Bing gain ground slowly, going from 4.86% and 1.29% respectively in April 2012 to 5.31% and 1.93%, respectively in February this year. Baidu also falls, going from a 1, 96% to 0.69% See graph N º 6.

Graphic 6. (Most used search engines in smartphones).

It should be noted that the first three search engines in the ranking are American-based. The fourth search engine on a global level is of Chinese origin.

As we know which are the most used search engines globally, we must make the decision of which tool we will use, but as we do not know the prices and costs of each, we still can not decide which of the two suits us according to the objectives raised.

Website

The average Internet user decides in the first 3 to 5 seconds if the Web you just opened is interested or if you change to another more interesting.

So how do you get the user to find the Web page attractive, re-enter and recommend it? To be able to answer this question and do it correctly, you must structure the content and the information.

For this we have different types of web, a classic and a more striking and novel, as shown in the table N º2.

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[2] Call PC to desktops and laptops.
[3] It is understood by smartphone, with capabilities similar to a mini-computer.

Table 2. (Classic or novel website).

Classic Web	New Web
1. Who we are	1. Who we are
2. Products/Services	2. Products/Services
3. Where are we	3. Where we are/ contact
4. Contact	4. News
5. -	5. Links

As we can see, the new model follows a structure similar to the classic, however when adding a couple of things makes it totally different.

Just adding new or news, the page will automatically always change, people will not always see the same and will give a time to read or find out the activities of the company or news of interest, also by adding a new link or button as Links gives a sense of interest for visitors, as it not only shows company information but also sites of interest by users.

By offering content that is of interest to the fans, and keeping them updated, we improve the communication of the company to the customers and of course, we increase the sales of the products offered.

One point to consider on the page, is that this should not be overloaded with news or activities that will be done by the company, because it is cluttered and with too much information that no one will see or read because nowadays the times are very scarce.

Tools To Measure WEB Traffic

A simple and cost-free way to measure traffic in both social networks and the Web in general, is to use Google analytics A tool that allows you to track and analyze various websites, mobile media data and different networks Social and applications.

Among the analysis tools offered by this program, we find:

Content analysis — you'll discover how often people visit each page of your site, for how long

and how often they perform conversions. All reports are in the Content section.

- Site search: Take visitors to their destinations faster
- Page Analytics: See how visitors move on your site
- Site-Speed analysis — Discover problems before your customers
- Event tracking: Know what visitors do on your site
- Increase the effectiveness of your AdSense program[4]

Social Network analytics: Help measure the impact of social networks on your company's objectives and related conversions. In addition, the integrated social and web data provide a comprehensive view of its content and community.

- Measure the impact of social networks with the metrics that interest you the most.
- Find out what social sources refer to the most involved visitors.
- Find out what your visitors share and where.

Mobile Analytics: Evaluate Web sites and mobile applications, as well as visits from mobile devices with Internet connection, including tablets and phones, both high-end and basic.

- Analytics for mobile applications — measures the overall value of your application.
- Create the best user experience on the different screens and devices.
- Evaluating mobile ads: Find out how mobile technology brings value to your business.

Analytical conversions: How all your digital marketing channels work together to attract visitors to your site. Measure sales, downloads, video reproductions, and other valuable actions for you. Find out why some visitors buy their

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[4] AdSense allows content editors to earn revenue from their ads.

products and others not to be able to adjust their site and marketing programs in order to achieve their business goals.

- Learn how the behavior of the visitor derives in sales and conversions.
- Improve your online sales with e-commerce reports.
- See the full perspective of campaign performance with multichannel funnels.
- Follow the different routes that visitors come to your site.

When we properly use the tools offered by both social networks and the web, we achieve the proposed objectives.

Once clear the many tools that are available to us in different social networks, especially Facebook and Twitter, for our country. We can continue with the analysis to make the best decision about the realization of the project and how it will be done.

LEGAL VIABILITY

Generally people think that social networks do not have conflicts in legal terms and that can be done, say and publish whatever. But those who think so are in a resounding error.

Social networks have certain legal terms that must be accepted and fulfilled by those who use them. These terms are very similar to all networks. Where, we can find:

1. The names of the pages:

- They should not consist solely of generic terms (e.g., "Beer" or "pizza").
- They must make an appropriate and grammatically correct use of capital letters; The only words that can be written completely in capital letters are acronyms.
- They should not include symbols, such as excessive punctuation or trademark indicators.

- They should not include superfluous descriptions or unnecessary qualifiers.

2. Protection of other people's rights

- You will not publish content or perform any action on Facebook that violates or violates the rights of others or violates the law in any way.
- We can remove any content or information you post on Facebook if we consider that it violates this statement or our policies.
- We provide you with the tools you need to help you protect your intellectual property rights. For more information, please visit our page How to report alleged infringements of intellectual property rights.
- If we withdraw your content due to an infringement of another person's copyright and consider it to be a mistake, you will have the possibility to appeal.
- If you repeatedly infringe another person's intellectual property rights, we will disable your account if appropriate.
- You may not use our copyrights or trademarks (such as Facebook, Facebook and F, FB, Face, Poke, Book and Wall) or any brand that looks like ours, except if permitted by our rules of use of the brands explicitly or except if you receive prior written consent from Facebook.

3. Safety

- You will not post unauthorized commercial communications (such as junk mail, "spam").
- You will not collect information or content from other users, or otherwise access, using automatic means.
- You will not participate in pyramidal type marketing.
- You will not upload viruses or malicious code of any kind.

- You will not request login information or access an account belonging to another user.
- You will not disturb, intimidate or harass any user.
- You will not publish content that contains offensive language, is intimidating or pornographic, that incite violence or that contains nudity or graphic or unjustified violence.
- No suplantaras identidad

Within all these legal terms, there are different legal problems of protection, which affect the networks

- Protection of the rights to the honor, to the image, privacy and privacy of the users.
- Personal data protection.
- Consumer protection.
- Protection of intellectual and industrial property.
- Protection of minors and incapables.
- Protection of workers.
- Information security aspects
- Protection of illegal activities.

In order to comply with the proposed objectives, we must always be clear about the legal terms, in order to be able to communicate correctly some advertisement, publicity, image or simply be part of a social network.

MANAGEMENT VIABILITY

The viability of management as previously mentioned, defines whether there are the minimum conditions necessary for the implementation of the project.

We need to know who will be in charge of the implementation, monitoring and control of the project.

First we will see the differences between a Social Media manager versus a Community manager, as companies generally confuse these terms.

Social Media Manager: is responsible for creating, introducing and leading the strategy of a company in social networks. In addition to being the strategist is responsible for designing the presence in all social media. It has a global view of all the components of a strategy and knows how to apply it. It also takes control of the accounts and the interpretation of the metric reports to evaluate the ROI[5]. In other words he's the head of Social Media department.

Community Manager: Is the figure of the company that manages the social networks, knows a lot about them and most importantly, interacts and deals directly with the users (fans, clients, followers) according to the objectives marked by the social Media Manager. It is the one that deals with the brand's online reputation.

We can say that the social manager is the one that defines a strategy in the social media and the Community manager is the one who executes the strategy and interacts with the users.

To give an idea, is included an excerpt from the research on Social media[6] Made by Useful Social Media In the year 2011.

- Most of the Social Media teams are composed of 2-3 people (86% have 2 or more people).
- In most cases these people do not have the responsibility in Social Media as a sole purpose.
- In Europe, however, the percentage of cases in which Social Media teams are dedicated is greater.
- In most cases, Social Media teams are not independent but they hang from some main area, especially marketing. However, in a

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[5] Return on investment.
[6] It refers to both Social Manager and Community Manager.

significant number of cases these teams are distributed among different areas of the organization.

- 72% of organizations in Europe indicate that the budget for activities in Social Media in 2011 will increase, compared to 88% in states United.

This is very similar in our country, with the difference that here do not give much social media teams according to surveys and information read from different companies.

In order to start the project in the company, a Community Manager will be required to make the Tereas listed later. In this company we will not need a social Manager, since this can be the head of the computer department, because it has extensive knowledge in social networks and strategy designs.

Functions y Tasks of a Community Manager

1. Scheduling Content Publishing: Analyzing the times when promotions have more effect, such as weekdays, schedules, etc.
2. Search for content related to the company: This means searching for videos, images, news, among others. For customers to see other content and not be "bored" of us.
3. Knowing the public: it is essential to follow the right people and execute the best actions to capture them and turn them into fans.
4. To interact: to converse with the members of the networks, preferably in real time or in the fastest way possible.
5. Personalize social networks: to differentiate and create your own style for the company.
6. Be aware of the trends: the more you know the person in charge of the social networks of the new forms of communication, expression and technology, it will be able to offer a better service for both the clients and the company.

Depending on the amount you are willing to disburse the company in the project, the decision will be made to hire new and qualified staff for the job or to give you the position of any existing personnel in the company. This point we will see again in financial viability.

For the use of SMM you will also need basic elements, such as computer and Internet connection. With these implements, the Community Manager will be able to do their job properly.

FINANCIAL VIABILITY

In this feasibility we will analyze the costs that this project would have to use with the different tools seen in the technical feasibility and with the necessary apparatuses, utensils and personnel in management feasibility.

With the marketing of social networks we must focus on contributing value, so that later this value creates a community around us, that generates confidence and credibility in our company which will impact on the sale of our products and/or services and That the consumer trusts us.

To get to sell a product is necessary that the consumer creates in our company before the product. If the customer manages to see us as a trustworthy company, the sales will be given.

Costs

To know the cost of a campaign via social networks and media via web, we must first know what are the objectives that the company wants to accomplish.

As the main objective of the company is to improve the communication both bidirectional and multi-directional, you can use different campaigns to make known both the company and the products offered, start with:

SEO and SEM positioning. Previously seen in technical feasibility.

The cost of each of these serious strategies:

- SEO

While the Search Engine Optimization (SEO), tries to improve the visibility in the search engines, without incurring additional payments to third parties, it can be given that by not having the qualified personnel in the position of Community Manager, the company is in the obligation of Hiring third parties for the use of this strategy at the beginning, then it would only be that the staff in charge keep what was done by experts. An approximate cost to use the SEO comOr you can see in table 3 IS from:

Table N ° 3. (SEO plans).

Planes	SEO 2 Phrases	SEO 4 Phrases	SEO 8 Phrases	SEO 12 Phrases
Sentences	2	4	8	12
Calves words delivered by clients	✓	✓	✓	✓
Blacklinks[7]	✓	✓	✓	✓
Monthly Reports	✓	✓	✓	✓
Top ten	✓	✓	✓	✓
Total Investment	210.000 + Vat	320.000 + Vat	490.000 + Vat	690.000 + Vat

- Without:

Search Engine Marketing (SEM), related to the promotion and appearance in the different search engines and paid publicity. As we saw the most used search engines. Google will be the main search engine for the campaign, if you want to implement this type of strategy. The possibility of using the second and/or third search engine in the ranking is not ruled out. An approximate price for the use of the serious SEM:

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[7] Number of Web pages that link through a link to other websites.

Google Adwords or payment
They represent a significant percentage of Internet advertising spending or investment, which borders 40%. In short, it is managed with budget in a campaign through the choice of keywords (keywords) by which you want to be found and clicked. For each event (click) a payment is made to Google as shown in table 4.

Table N ° 4. (SEM plans).

Planes	SEM 500	SEM 1000	SEM 1500	SEM 3000	SEM 5000
Clicks	500 clicks	1000 clicks	1500 clicks	3000 clicks	5000 clicks
Durationn Approx	30 Days	30 Days	30 Days	30 Days	30 Days
Value	59.900 + Vat	109.900 + Vat	159.900 + Vat	249.900 + Vat	385.900 + Vat

Costs include campaign activation and partial reports and end of campaign.

SEM in social networks
If the intention is to advertise for example on Facebook, you have to consider the following:
The price of Facebook ads is based on an auction system by which they compete for impressions. Therefore, Facebook ads do not have an established cost. When the ad goes into circulation, it is charged only by the number of clicks you receive or by the number of ad impressions displayed.
By placing the ad in circulation or sponsored history, you will only be charged for the number Dand clicks you receive. Table N ° 5, shows a reference price according to the country and segmentation of the target audience where the ad is published.

Table N ° 5 (Cost of advertising on Facebook)

COUNTRY/AMOUNT OF PUBLIC	AGE	COST PER CLICK
Chile / 9.000.000.-	18 o More	$68

So when you make an ad on Facebook, we have 9 million.-People over 18 who could see the ad published, with a price of approximately $68.-For each time someone click on the ad.

Another cost that we should consider is about the staff in charge of the implementation of the project. Here there are different possibilities, among which we find:

1. Hiring new Staff

By using this method, we find a somewhat high cost for the company, because it must include one person more to their dependencies, which implies space, materials and new tools which are basic for working as a desktop, Computer, among others. It also implies a new salary either base (according to the market or by what the company offers for the job) or by performance and/or fulfilled goals of the project. The latter is the most widely used at the national level for Community Manager.

The benefit that this strategy has, is that the staff to hire and know what to do, does not need training or things like that, has all the intellectual tools for the proper functioning of the project.

The base salary of a Community Manager according to the market[8] It goes from $500,000.- until about $2 million.-everything depends on the activities you do, the size of the company, the amount of products that the company has for publication, among other factors.

2. Existing personnel:

This can also be a viable alternative for the company. In terms of cost, it is much less to hire a new staff, because, this knows the company and

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[8] Information extracted mainly from sites of job offers such as laborum.com, zonajob.cl, linkedIn.com, etc.

its products, has basic material and tools necessary for the implementation of the project as a computer, physical space, among others.

The problem with this option is that the staff should be able to take up the job, which would have a single initial expense for a course or research on the subject. If this step is not done, you run the risk of not doing your job properly, making mistakes, etc. The company runs the risk not only, if it does not reach its goal, if not to do the opposite and to reduce communication with customers or scare futures, by publication in inappropriate networks and poorly focused.

With regard to this person's salary, it may be a bonus that the company deems advisable, for the realization of a new activity. Care should be taken not to require the staff at the beginning of the campaign and not to delegate many responsibilities to them, as they will have more than one position in charge. It is not advisable to delegate new responsibilities to an employee without obtaining any kind of reward, because there is the possibility that this will get bored and quit, which would lead to the hiring of a new person or who is sick by stress or some Similar disease.

How to measure the success of the Plan

When creating a marketing plan or developing a strategy, it is very important to know how the success of this is measured.

In general the social media has to be measured in the same way as the other forms of marketing, i.e. measure the cost and return on ROI investment. It is a measure to be able to evaluate the efficiency of an investment, or to compare the efficiency of a series of investments, ie To assess how efficient the spending is.

The following formula can be used to perform the ROI measurement:

(Income-costs)/costs

Here, SMM is one of the most important elements, since it strongly influences future gains and the investment that will be made.

The ROI in the Social Media can be measured by distinguishing the following points:

- Return on Social investment, qualitative Factor.
- Return on economic investment, quantitative Factor.

How do we calculate it?

Set goals

First we need to know what the objectives are. Why use social networks? The answer to this question according to this company in question, is to improve the communication of the company which can lead us to improve and increase the sales of the selected programs. But on top of that, in achieving the proposed objective, it is successful to promote the company, the brand recognition and the loyalty.

Measure the impact

To measure the impact we can use variables such as participation, influence, traffic.

- Participation: This may be the variable that most ROI generates. Stimulating interaction and the participation of users, has a great impact on the construction of relationships. For example, retweets, comments on Facebook, content valuation, etc.
- Influence: This can be quantified by the number of followers, fans and/or subscribers in the networks. For example, increasing fans on Facebook.
- Traffic: Traffic on networks is the most "easy" variable to use and calculate, as these are measurable by various web analytics tools (seen in technical feasibility). An example of

traffic can be: users, number of impressions[9], among others.

Assign values

Values are assigned to each of the actions. The values change depending on the objective in the media, the sector to which we dedicate the geography where we are located and the importance of the actions for the brand. As we saw before.

The balance in the allocation of values is essential for a correct calculation of the ROI.

It should be considered that the results will not be exact, because it is enough that a person enters a network of the company so that the results change completely.

CONCLUSIONS

In conclusion, we can say that the realization of this study allows us to see that there are many people who today use social networks to communicate and find out about topics of interest. Only in Chile are 6.9 million people who are in the networks and on average use 8.7 hours per month in the networks. There are multiple reasons why to use marketing on social networks, and ICTs. The most relevant reason for using this method is the social environment, because in these media, people are the ones who create the contents, evaluate the websites, participate, collaborate and recommend the site.

Another important reason is segmentation, networks have the great advantage of segmenting the target audience, taking into account criteria such as age, geographic area, level of education, profession, sex, among other criteria that would be more complicated with other means Make. By using market segmentation, we reach the target

[9] It is understood by the number of times that a campaign has been opened or followed by a link.

audience we want and serve us to deliver a better service, which can go more personalized.

The question is why we do this study and it is mainly to improve communication, however, the functionality of this is more extensive and will allow us to improve specific points such as:

- Facilitate the relationships with people.
- Establish new connections
- Get feedback and information in real time.
- Generate more traffic to the Web site.
- Widely disseminate services and/or products.
- Improve the company's position
- Increase publicity.
- Improve after-sales service
- among others.

We can also say that the idea of contrasting the academic products as a Chilean reality, are ideal to understand the overcrowding that has shown in the demanded registrations as in careers offered, in addition to understanding how these tools Technology transforms a first-need product such as education in a "massive" consumer product, allowing companies to quickly capture the interest of their target population and thereby increase the possibility of capturing a greater number of customers.

As for the financing of this modality, we conclude that the initial investment is not high, since the presence in social networks is totally free. Only if you want to use more exact methods in the recruitment of new clients and a high increase in advertising and presence in search engines will incur more expenses.

As a final idea, the use of marketing in social networks to improve bidirectional and multi-directional communication in a company, is totally feasible, because of the high presence of people in social networks, because of the low or null legal restriction in the Use of the networks,

by the increase in both the supply and the demand of the academic programs and mainly by the low cost that would have the use of this one.

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