

9. *In about 100 words, outline at least three ways in which a mobile phone's GPS capabilities can be used to provide benefits to users of a social network.*

The development and widespread use of GPS or locating services on mobile devices have most certainly shown benefits to users and businesses alike through social media. One of the most useful ways for businesses is through targeted ads. When a user logs onto a social media account, Instagram, Facebook, BlueSky, etc., and their location or GPS is on, it allows the provider to show only ads that are targeted to the user based on location. This makes it much more effective to show a paid ad to someone in the area of the business. For example, if a furniture store in Tucson, AZ is advertising a large sale on bedroom sets, showing someone in Rochester, NY is not going to be useful. Targeting local ads for local businesses is much easier with the rise of Social Media and GPS.

One benefit for GPS in social media for users is the ability to see what is going on in their area. By using location-based recommendations, people are able to connect to local events. They are able to see what is going on in their specific region or city and join in. Without location-based recommendations, the user might not be aware of what is offered or advertised for their area in social media. Businesses also know by advertising on social media through events especially, their event will be seen by people in their area.

Another shared benefit for both businesses and users is using hashtags or geo-tagging apps to have post links to the business they are visiting. We currently see this through Google when we look up a business on its search engine. If you look up the Detroit Zoo right now you will not only see professional photos from the Zoo itself, but also photos of kids and adults enjoying seeing the animals from cell phone captured photos. Google is so good at this, when my family visits a location, and I have taken numerous photos I get a push notification stating, "Would I like to share my photos?" The benefit for the person is they are able to load photos or tag photos to remember where they made the memory and also be featured online for that business they enjoy. The benefit for the business is that potential customers see the enjoyable time current customers are having and decide to visit that business.

Sources:

Schneider , G. P. (2017). *Electronic commerce* (17th ed.). Cengage Learning.

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<https://moz.com/beginners-guide-to-seo/why-search-engine-marketing-is-necessary>