Topic: The future of Twitter

Student name

Institution

Social media appears to be around to stay; as I write this paper it has already assumed a different role other than that of connecting people socially. Twitter for that matter appears to have gotten a new lease of life for those who thought it had reached the end of creativity and innovations. The horizon is still very open and there appears there is no end in sight as long as people continue using it. The users are guiding the company to new frontiers by their constant changing needs, which they make, known to the company through their constant suggestions. The future for the company is bright because;

Researchers

Social and business researchers are turning to twitter to exact their activities. Twitter, because of its convenience and ease of interaction is giving them a good platform from where they can collect information within a short time and cheaply. The capabilities of twitter to create specialized groups for special purposes have never been more useful.

Tool of doing business

Twitter is turning out to be a useful tool of business management. Business managers are now turning to twitter to advertise and market their businesses and products. Due to traffic, it generates on daily basis, business people can advertise on its website not to mention that they can advertise on the social platform without paying a penny! However, it is this website advertisement that is generating the revenue for twitter.

Communication

This is the basic thing twitter has ever done since its inception; much of it being social interaction. However, this role is changing because people are using it to do much serious communications. For instance, a business can now manage some good part of its communication through twitter especially the informal internal communications. Therefore, due to constant creativity of users and the company, has good times; there is no chance of it becoming obsolete.

References

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# [Donkin](http://www.google.co.ke/search?tbo=p&tbm=bks&q=inauthor:%22Richard+Donkin%22), R. (2009) .The Future of Work, Palgrave Macmillan