

A Brief Analysis of the Relationship between the Development of Western Multinational Enterprises and the Discourse Management of Social Media

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Abstract: Social media discourse is a double-edged sword. It can not only have a positive impact on the company, but it may also cause irreparable losses to the company. Social media is both a social platform and a marketing tool. Taking Huawei Device Co., Ltd. as an example, this article analyzes the positive effects of social media discourse from multiple aspects. At the same time, it takes Hurricane Marketing as an example to show that improper use of social media discourse may have a huge negative impact on enterprises. Therefore, when companies manage social media discourse, they should make full use of its merits and avoid its demerits.

1. Introduction

1.1 Platform

Social media is an Internet platform for the production and exchange of content based on user relationships. Social media is a tool and platform for people to share their opinions, experiences with each other. At present, it mainly includes social networking sites, weibo, WeChat, blogs, forums and so on. The reason why social media attracts more and more attention is that it has built a platform with massive users and massive information, which enables users or enterprises to publicize, promote and even research and development. Enterprises can publish information, news and activity information on social media, and users can get to know relevant information of enterprises through the platform and share their own opinions and sense of use of products. Enterprises can also connect and communicate with consumers through social media.

1.2 Marketing Tool

Social media spreads fast and widely. Enterprises use social media to market at low cost and with high efficiency. Enterprises can know consumers' attitudes towards products at any time, optimize product operation according to the information conveyed by consumers, and produce new products more in line with consumers' demands, so as to promote product sales. Through social media, the public share and exchange views on product quality, user experience and business services with

each other, which invisibly help enterprises to carry out marketing promotion.

1.3 Double-Edged Sword

The benefit of social media for enterprises is that it brings new marketing channels and marketing models. The diversity of channels and content performance makes it easier for enterprises to obtain users and fans, make it easier for users, for fans, enterprises to spread its brand, at the same time, social media because of its characteristics of decentralization, the communication, interaction, let more small and medium-sized enterprises have marketing opportunities. Enterprises can influence their potential consumers by these channels, and these channels are cheap and quality channels.

For example, on Weibo and WeChat platforms, enterprises can open their own official accounts to attract the attention of fans through daily creativity, daily activities and daily operation and maintenance. With enough fans, enterprises will have their own channels of voice and their own media. Just like the current short video and live streaming platforms, enterprises can also release creative short video on a daily basis and hold relevant live streaming activities internally to accumulate fans by short video platforms and live streaming platforms.

When an enterprise obtains these official “we media” accounts, enterprise's press conference, new product launch, anniversary celebration and other marketing activities can be carried out through media channels.

As a result of its digital characteristics, enterprise social media performance is more diversified. Creative graphic and poster, online live broadcast, online radio and other channels carry diversified content.

The biggest drawback of social media is that due to the transparency of its information, the marketing strategies of enterprises will be exposed to competitors, and what enterprises do in the marketing level may be copied and imitated by rivals. No enterprise is immune to the pitfalls of social media. Secondly, once the enterprise's social media discourse is inappropriate, it will spread at a very fast speed, thus affecting the enterprise's image and causing serious losses to the enterprise.

2. The Positive Effect of Social Media Discourse Management on Enterprise Development

Positive social media discourse is conducive to shaping the image of enterprises, expanding their influence, and thus improving their competitiveness.

Huawei attaches great importance to product promotion and brand publicity. Through public relations planning, celebrity publicity, social media marketing and other communication methods, Huawei has rapidly improved its international image, enhanced the overall international competitiveness of its brand, and successfully built Huawei into an international well-known brand. Huawei registered multiple accounts on Twitter, Facebook, YouTube and other we-media platforms, and established official websites in various regions. Take Huawei's Facebook account as an example. Huawei has registered 106 accounts on Facebook. Huawei's official English website mainly publishes information related to enterprise technology and business. The other accounts are mainly divided into two categories. The first is the account classified by products, such as Huawei Mobile, Huawei Watch, etc., which is mainly dedicated to sharing product promotion information, supplemented by a small amount of brand promotional information.

Second, classified according to region, each region has its own official Huawei Mobile phone accounts, such as Huawei Mobile inform, Huawei Mobile Greece, etc., this kind of account information have certain local characteristics, share Huawei shot in the local product propaganda video or photos, actively interact with the users, and answer users' questions in a timely and

efficient manner.

From the website image, the English version of Huawei's official website has a beautiful interface and full of latest technology. English home page is generally white tone, giving a simple and reliable feeling. The homepage of the website displays the latest huawei products in a rolled-mode, enabling visitors to quickly and intuitively understand the new products and to highlight the navigation focus. The English website of Huawei's official website can choose the region and language. By linking to other versions of the website with the English homepage, consumers from different countries can choose the corresponding language, so as to understand relevant information of their own countries and eliminate language barriers. It is worth mentioning that the English news expressions in Huawei's official website are not literal translation in Chinese, but authentic English, with almost no "Chinglish" expression. In writing, it also pays attention to western expression habits, which follows the basic principles of cross-cultural communication. The information section contains the latest news, media profiles, media contacts, and events.[1] Use pictures, videos, audio and other forms to spread huawei's diversified information. For example, the column "Activities" provides staff with elegant demeanour display, which reflects the good mental outlook of Huawei staff. The column of "Latest News" regularly updates Huawei's views on the industry, provides the latest information on enterprise innovation and RESEARCH and development, shows its scientific and technological strength to overseas consumers, and sets up the international image of huawei as an industry leader.

In addition, Huawei also pays attention to social responsibility, public environmental protection and sustainable development information sharing, such as website home page shows huawei "I have a poplar forest" activities. this paper introduces the project sponsored by the China green foundation, in order to curb the desert erosion, soil and water conservation and reconstruction of the oasis ecological system. It shows the donors' rights and interests and donation progress, which is conducive to deepening huawei as an environmentally friendly image of the enterprise"TECH4ALL" features an APP called "Free Listening" developed by Harbin Yiyidai Digital Technology Development Co LTD. This application is based on Huawei cloud artificial intelligence technology. It can not only meet the needs of hearing impaired people for communication and entertainment in daily life, but also help them achieve barrier-free communication in government, medical, financial, legal and other professional public services. Showing Huawei's concept -- that no one should be left behind in the digital world, and calling for TECH4ALL -- the company aims to empower every person, every home, and every organization through technology, applications, and skills to realize the vision of digital inclusion and jointly build an intelligent connected world of everything. Through the sharing of these information, Huawei build its image as a multinational company with due international social responsibility and attract the value recognition of overseas consumers. In a word, the English version of Huawei's official website provides rich and diverse information, and pays attention to cultural differences in information communication, with the awareness of cross-cultural communication. This will help consumers to have a comprehensive and three-dimensional understanding of Huawei and build its international brand image.

In addition, Huawei is adept at using events to generate publicity. In 2016, a Huawei mobile phone took a bullet in South Africa, which caused a great sensation on the Internet. Huawei made full use of this incident to publicize itself. Many media followed up and the public retweeted the news on weibo, WeChat and other social media, making huawei phones a representative of high quality. [2] Huawei and Hollywood film and television production company to develop the overseas propaganda film called "Dream It Possible", short film vividly tells the story of a girl named Anna pursuit of piano Dream 15 years of development history, through unremitting persistence and effort, finally mounted the platform of Vienna concert hall, realize his life Dream, moving deduced for the

single-minded pursuit of dreams. “Dream It Possible” was also the theme song for Huawei’s Mate8 , which featured a highly praised promo and soundtrack. The film has attracted a lot of attention and comments on social media at home and abroad.

Social media users on YouTube and Twitter praised the video as “awesome artwork” and “tearful.” From this promotional video, we can see that Huawei pays more attention to the affinity at the brand level. This promotional video combines the persistent pursuit of dreams with warm factors such as family, relatives and music. It can cross different culture, enter into the inner world of consumers, communicate with them on the spiritual level, and subtly establish brand communication and resonance with consumers.

3. The Negative Effect of Social Media Discourse on Enterprise Development

However, some event marketing is not so successful. On the contrary, due to the rapid spread and wide range of social media, inappropriate corporate media discourse once released, it will spread quickly, attract public attention and have an impact on corporate image. As Hurricane Sandy, the most powerful hurricane on record, swept across the East Coast of the United States, people stranded in their homes found ads for brand promotions flooding through virtual worlds. “To keep you from getting bored during the hurricane, just type in SANDYSALE at checkout to get a 20% discount on all items in our online store for the next 36 hours. “American Apparel wrote on Twitter. Urban Outfitters, another clothing brand, e-mailed the promotion to each member. When it was opened, an animated image symbolizing the storm appeared on the screen, “The wind is fierce, but the free shipping will not stop!Only today!” Interior designer Jonathan Adler called for “a hurricane to sweep through our online stores.” One long Island retailer likened its 20% discount to “a silver lining in the clouds.” Other brands, though not on sale, are using corporate accounts on various Internet platforms to create sentences using the popular hashtag Sandy. Gap and Food retailer President's Choice were among the contestants.

They remind everyone to pay attention to safety at the same time also do not forget to advertise their products. “To all those affected by Hurricane Sandy, please be safe!” Gap wrote on its Official Twitter account. We're going to shop on Gap.com today. What about you?”

The result is that these brands are on Business Insider's list of the worst marketing failures before the storm has fully passed. The responses were also unsparing, with anger and disappointment predominating. “People died in hurricanes and people are everywhere in need. Stop doing your #Sandy promotion here!” Christinelu wrote on American Apparel's Twitter page that she added the hashtag sarcastically at the end.

Particularly egregious was a map of the United States from an American Apparel poster that highlighted the states offering discounts in harsh red, just as sandy hit hardest. And these promotions are not sincere at all. Discount plus free shipping, which is what every online store in the world is doing. Instead, their bombastic ads look like a joke, set against a backdrop of disaster. This has gone beyond commercial logic to profiting openly from the misfortunes of others. At a time when casualty figures are rising, even a casual remark on Twitter, not to mention a blatant marketing campaign, can make people uncomfortable.

There's nothing wrong with realizing that the hurricane is a great opportunity for Twitter marketing. Twitter is playing an increasingly important role in public events, but brands must also realize that all heat is temporary. The hurricane will pass and people's lives will return to normal. But any misinformation that has been spread with these popular labels will be quickly retweeted, and will eventually have a long-term impact on the brand

4. Conclusion

In summary, for companies, social media discourse is a double-edged sword, which can have a positive impact on the company, and may cause irreparable losses to the company.

4.1 Positive Aspects

The positive impact that social media discourse can bring to companies is mainly as follows. First, social media can increase brand exposure, increase the company's exposure rate and attract more people's attention. Social media can help companies use this information to attract more people. Second, social media can provide new opportunities for companies. Social media can address and adjust negative comments and experiences, satisfy customers and show potential customers you care about. This is more conducive to the company's grasp of customers and win more opportunities. Third, social media is more conducive to companies' competitive analysis. Social media can help companies maintain a competitive eye and advantage. Companies can use social media to target their competitors' fans and understand what they can do. Companies can perform data analysis to find and improve ways to stand out in the company's industry. Finally, social media can provide timely feedback and interaction to enhance the brand's user experience.[3] Help the company improve. Traditional media has too much to attract consumers and bombard consumers with excessive information; social media allows consumers to decide which brands and aspects of brands to pay attention to. Known as the "most profitable luxury industry", this characteristic of social networks will become the fundamental and primary communication method for companies in the future.

4.2 Negative Aspects

The adverse effects of improper use of social media on companies cannot be ignored. First, social media can easily reveal sensitive or confidential company information. Contents such as product information, proprietary information, trade secrets, company information or other sensitive data may be accidentally or intentionally leaked through social media channels. According to a survey by Osterman Research, the percentage of organizations leaking sensitive or confidential information through Facebook, Twitter, and LinkedIn is 13%, 9%, and 10%, respectively. [4]This loss of data can lead to reputational damage, potential litigation, and loss of competitive advantage, resulting in immeasurable loss of revenue. Second, social media can easily cause companies to lose control of brand messages: employees can post information about the company online on social media. This will be associated with the company and may affect the public's perception of the company's brand. In addition, many employees have access to the company's social media accounts, and they may post inappropriate messages and images on the company page, thereby damaging the brand image. Third, the biggest drawback of social media is the transparency of its information. The marketing strategy of a company will be exposed to competitors' eyelids, and what companies do at the marketing level may be copied and imitated by their competitors. No company is immune to the disadvantages of this kind of social media.

4.3 Enlightenment

·But in today's era, it is impossible for companies to leave the network, so how to make good use of the network is a double-edged sword. If a company wants to widen the gap between it and its peers at the marketing level, it must face up to the benefits of social media, take advantage of its benefits, and avoid its disadvantages. First, we must first clarify the positioning of social media in the company's publicity. Social media is only a supporting role and not a celebrity. It must be clear. Although the use of social media for marketing has many advantages, its disadvantages are as many

as its advantages. The biggest point is that the results are uncontrollable and may spend a lot of effort in the end. The bamboo basket is empty, so social media needs to cooperate with a systematic marketing management system, and it is often only a supporting part of the system. Second, use online social media to establish emotional relationships with customers. Another major advantage of online social media is the high degree of customer adhesion. Traditional marketing methods cannot truly grasp customers. Online social media can obviously follow up with customers more easily. In today's age when service is king, using social media can make You have the opportunity to serve the customer, which will lead to the next sale. [5]Third, use social media to enable consumers to create products. I mentioned that social media should be used to understand consumers, and if it is to reach a higher level, it is to make consumers create products. The traditional form of supply chain is to design products-produce, products-sell, products-market feedback, in fact, when entering the market feedback, everything is over. If market feedback is placed on the front end, the product's appeal to consumers can be greatly improved.

All in all, in a state of fierce competition among enterprises, marketing is more likely to go to extremes. Following the trend, imitating, and plagiarizing have become the mainstream of social media marketing today. In this situation, if a company wants to widen the gap from its peers at the marketing level, it must face up to the benefits of social media, take advantage of its benefits, and avoid its drawbacks. Make good use of this double-edged sword. Create maximum benefits for the enterprise.

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