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# The use of social media by entrepreneurial and small firms: systematic literature review

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#### Abstract:

Entrepreneurs and small business owners are converting their services into the current era of social media development to keep up with changes in modern styles by using social media as the primary channel for marketing, sales, and advertising. Entrepreneurs and small businesses must also be able to adapt and gain a competitive edge in today's highly competitive business environment. The purpose of this study is to review the literature on the use of social media by entrepreneurs and small business owners in the Small and Medium-Sized Enterprises (SMEs) sector. As a result of the systematic literature review conducted through the study, entrepreneurs and small businesses will gain a competitive advantage by using social media effectively. Entrepreneurs with a high level of self-efficacy are likely to use social media effectively. As a result of this study, we found that increasing company value, supporting social entrepreneurship, and implementing social change programs are all effective ways to promote corporate social responsibility.

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Contents

#### I. Introduction

Nowadays, social media has surpassed all other forms of marketing as the most crucial component of every company's strategy for growth, expansion, quality, and long-term sustainability. Due to the increase in the number of customers and human activities on online digital platforms such as social media, entrepreneurs and small businesses use social media to drive the digital transformation that is most likely to occur through social media platforms [1]. As a result, the operations of entrepreneurs and small businesses today should be coordinated with social media platforms and users [2]. Interacting with consumers on social media is critical for small business marketing strategies [3]. Entrepreneurs and small businesses can use social media to enhance brand exposure, expand their consumer base, Sign in to Continue Reading and communicate with current customers. Small business owners can easily leverage social media marketing provided they maintain a consistent presence on their platforms. Popular social media sites include Facebook, Twitter, Instagram, LinkedIn, and Pinterest. To make the most of social media for business, create a schedule for engaging social media followers consistently. When entrepreneurs and small firms use social media, they may engage with clients online [4]. Small businesses are more likely than large enterprises to respond to their customers. For this reason, researchers must uncover aspects associated with social media usage by entrepreneurs and small businesses to improve their competitive edge in the business world, particularly within the SME sector.

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