Abstract
Currently the emergence and development of new technologies are shaping a series of structural changes in economic, labor, social, educational, political and relationships. Though, a new understanding of social interactions is been set. At this juncture, communication through technology appears as the key element, unifying, structuring of this type of society.
Today the challenge is to understand these changes and the power of this trend, capitalizing on the experience and applying it to enterprise environments.
As a consequence of the reasons described before, the main objective of this research was to determine the perceptions presented by the business sector of social networks in their communications management.
In turn, it was intended to highlight the applications of this phenomenon are in charge of public relations and marketing areas in Córdoba.
The paper addresses the phenomenon of information technologies, specifically social networks, drawing the subjects that is manage in small and medium organizations in Córdoba city. This layer will be analyzed in parallel with those that manage the communication tools of the above organizations.
The analysis of the perception of entrepreneurs was completed with a study from the application, from a rapprochement with the builders of Web platforms, speeches online, those who manage communication strategies which are defined inside and outside the context of planning conjuncture.
It added that the local data are not yet on the matter. Therefore, via an exploratory and qualitative investigating method, the present research tried to manage communication and information in the corporate sector. So, by using the in-depth interview technique, we sought after to examine which is beyond the daily analysis of the employer. In addition, examine what they consider to be relevant in terms of their implications for marketing and communication activity, since it affects the social construction of reality.
and shaping brand identity or corporate image from which the subject-enterprise interacts with its customers, suppliers and community. Summing up, this study sought to determine the extent of the phenomenon Enterprise Web 2.0 in the mechanisms of communication and interaction between organizations and their audiences. And although we know we will not be able to respond to questions before finishing risen, at least, from the following chapters we will discuss the Web 2.0 role and the tools that are playing influence not only in the social sphere, but also in the business sector of Cordoba city.