

Social media

Unit 8





❑ Social media is a **collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration**. People use social media to stay in touch and interact with friends, family and various communities. ... Social media has enormous traction globally

❑ Social media is a **computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities**. There are more than 4.5 billion social media users around the world. ... Social media typically features user-generated content and personalized profiles.

Benefits of Social Media



Benefits of Social Media

- **What are the advantages of social media?**
- You reach large audiences. ...
- You have a direct connection with your audience. ...
- You have access to paid advertising services. ...
- You build your brand. ...
- You drive traffic to your website. ...
- You can evaluate your performance.

social media effects



- **Social media may promote negative experiences such as:**
- Inadequacy about your life or appearance. ...
- Fear of missing out (FOMO). ...
- Isolation. ...
- Depression and anxiety. ...
- Self-absorption. ...
- A fear of missing out (FOMO) can keep you returning to social media over and over again.



Thank you!