

Opportunities of Social media

Introduction

Social media is given paramount importance in our society, and some of the opinion that it enhances the quality of our life. In this report, It is crucial to examine and explore the pros of social media.

Business

To begin with, in business, the nature of social media makes companies more directly target customers with marketing campaigns. Specifically, social media can be a cheap and effective method to start a marketing campaign, with a profitable impact possible from minimal investment. The social media strategy should contain an intelligent mix of engaging content and a friendly and responsive 'persona' that can grow a focused community interested in companies' products, service, and brand that can recommend their business to others. As an example of this, Khan state that "from a marketing point of view, SNSs and social media offer many advantages regarding usage, access and cost. They are easily accessed by an ever-growing number of people through different platforms on a 24/7 basis and are demanding less financial resources are providing magnified results through their viral nature. Along with the interactive communication they offer, it makes SNSs one of the richest mediums available for marketers". As a result, it can be a helpful, effective and efficient way to enhance the quality of the marketing system in the enterprise.

Individuals

Moreover, with the importance of SNSs for young users becoming increasingly common, social media usage has a crucial influence on job opportunity such as the content creator. To be precise, the creators are blossoming who are working on Youtube, Instagram and Facebook, since they have more opportunities to earn more on social media. To compared the present, there was not good to get a job through social media because computers or social media were not widely known. However, it can be seen anywhere nowadays. An example which Online Bachelor Degrees posted that "social media sites are also a medium informing job seekers about current job openings. Employers that use social media for recruitment purposes are able to target a broader market of potential candidates for their job positions." Therefore, it became to be sound opportunity to get a job for job seekers.

Education

Furthermore, using social media as Teams, Github, and Zoom at school allows students access to the online course everywhere. To be specific, it is undeniable that students can use social media to study from anywhere and anytime, thanks to advanced technologies. As an example, a recent pandemic called COVID-19 is forcing global experimentation with remote teaching. Online education has enabled the teacher and the student to set their own learning pace, and there is the added flexibility of setting a schedule that fits everyone's agenda. Therefore, this plays a crucial role in the class lesson on certain occasions.

Conclusion

In conclusion, to be considered all of those benefits, if we used social media in the right way, it would have a pivotal role in job opportunities and education sites. Hence, in my view, it is an effective, efficient and a pragmatic approach to enhance the quality of our life.

Reference List

Khan, R.H. (2013), "*Marketing education online: a case study of New Zealand higher education institutions*", *Procedia – Social and Behavioral Sciences*, 13th International Educational Technology Conference Vol. 103, pp. 637-646, doi: 10.1016/j.sbspro.2013.10.382.

Online Bachelor Degrees (n.d.), "*Social Media and Carrer Search*", <https://www.online-bachelor-degrees.com/social-media-posts-dangers-hiring-potential/#confidential-information-and-job-offers>.