

# Topic: Social Media

Social media - noun: *forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)*

<https://www.merriam-webster.com/dictionary/social%20media>

## Why we chose this topic:

### Businesses:

- Targeted advertising
- Employment
- Public relations
- Productivity loss
- Collection of data

### Individuals:

- Privacy
- Big Data
- Free communication
- Career opportunities
  - Working for social media companies
  - Content creator
  - Working for businesses who employ on social media
- Distracted from productivity



Risks



Choices



Opportunities



<https://www.whatmobile.net/Features/article/5-little-known-social-media-marketing-tips-that-will-take-your-marketing-to-new-heights>

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