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.

To begin with, in business, the nature of social media makes companies more directly target customers with marketing campaigns. Specifically, the social media can be a cheap and effective method to start a marketing campaign, with a benefitable 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 a result, it can be useful