



How important is social media to you?



What are the advantages of Social media?

- **1:- Connectivity** – People from anywhere can connect with anyone to learn and share your thoughts. Regardless of the location and religion.
- **2:- Education** – learn from lectures/ videos on social media
- **3:- Help** – You can share your issues with the community to get help or advice- social , personal, educational, career.

Social media can help in education,
personal and career



More Advantages

- **4:- Information and Updates** – updates and latest happenings around the world is shared. Also facts and true information can be sought by doing some research.
- **5:- Promotion** – offline business or online, can be easily promoted to the largest audience. People can make their brand and market on social media.

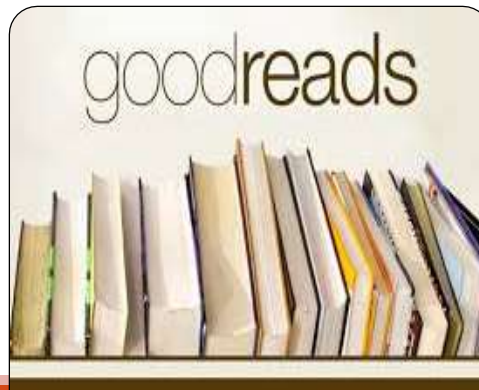


6:- Noble Cause – to promote an NGO, social welfare activities and donations for the needy people.

7:- Awareness – Social media has also helped people discover new and innovative stuffs that can enhance personal lives.

More Advantages

- **8:- Helps Govt and Agencies Fight Crime-** it helps Governments and Security Agencies to spy and catch criminals to fight crime.
- **9:- Improves Business Reputation** – Positive comments and sharing about a company can help them with sales and goodwill.



10:- Helps in Building Communities

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Are you a social media addict?



Think again

- **Sign#1:**Do you check your mobile phone every few minutes for any notification on Facebook, Twitter mentions and such.
- **Sign#2:**Do you think your world is over when you have no internet access or when Twitter, Facebook or other social media is down.
- **Sign #3:**You literally announce on social media what you are doing every day, every hour. Things like brushing your teeth, having a lunch, found a friend, went shopping today etc.

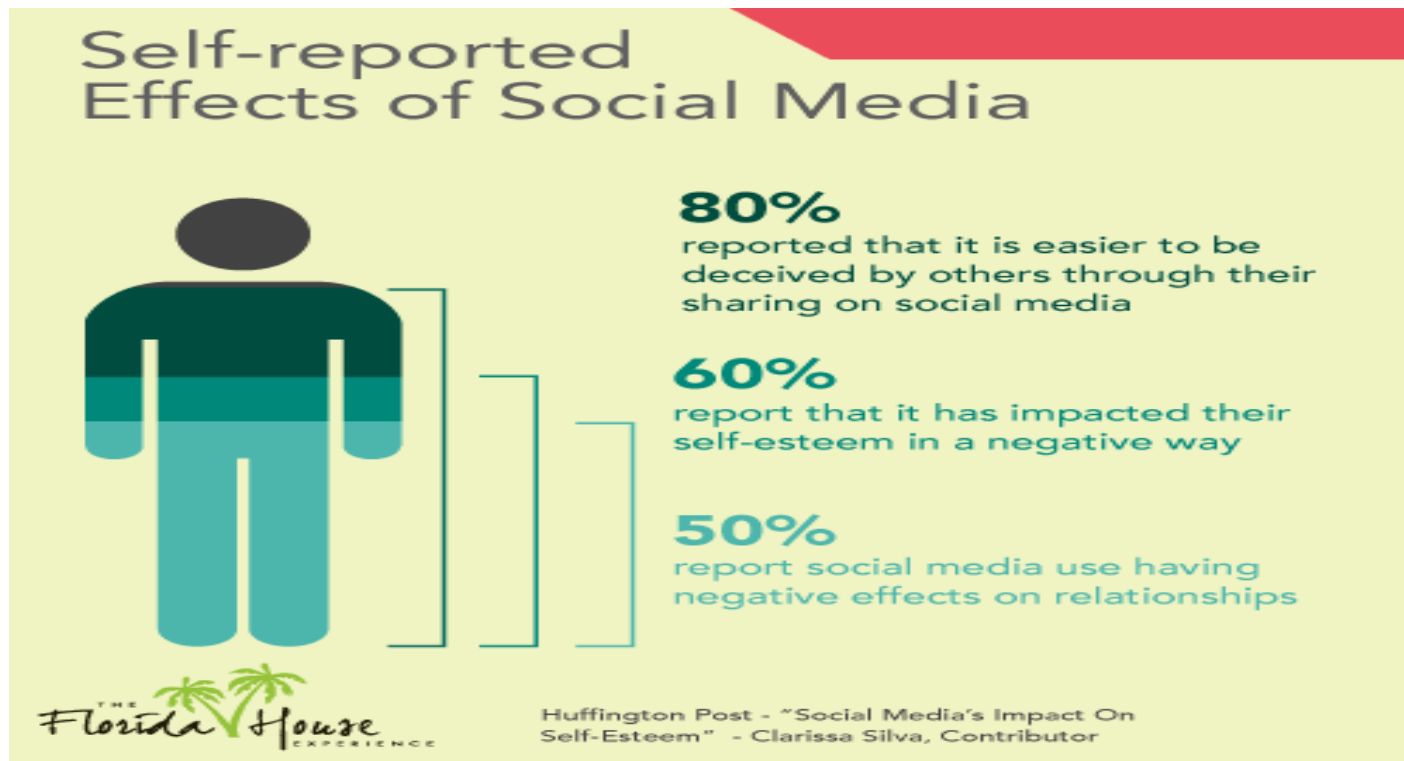
Think again

- **Sign #4:** You would wake up in the middle of the night to check your social media for updates.
- **Sign #5:** You tag your friends on pictures that do not involve them, in order to make sure they see the pictures on their Facebook timeline.
- **Sign #6:** You start to #hashtag #about #everything #under #the sun.

Think again

- **Sign #7:** You believe life is more happening on social media than in reality.
- **Sign #8:** You feel proud when that cute picture of yours get a hundred likes on Facebook or are upset if you don't get it.
- **Sign #9:** You feel uncomfortable communicating with friends without using any social media device.
- **Sign #10:** You add strangers on LinkedIn, Facebook and Twitter, to make up the numbers.

Disadvantages of Social Media



Cyberbullying



Hacking



Addiction



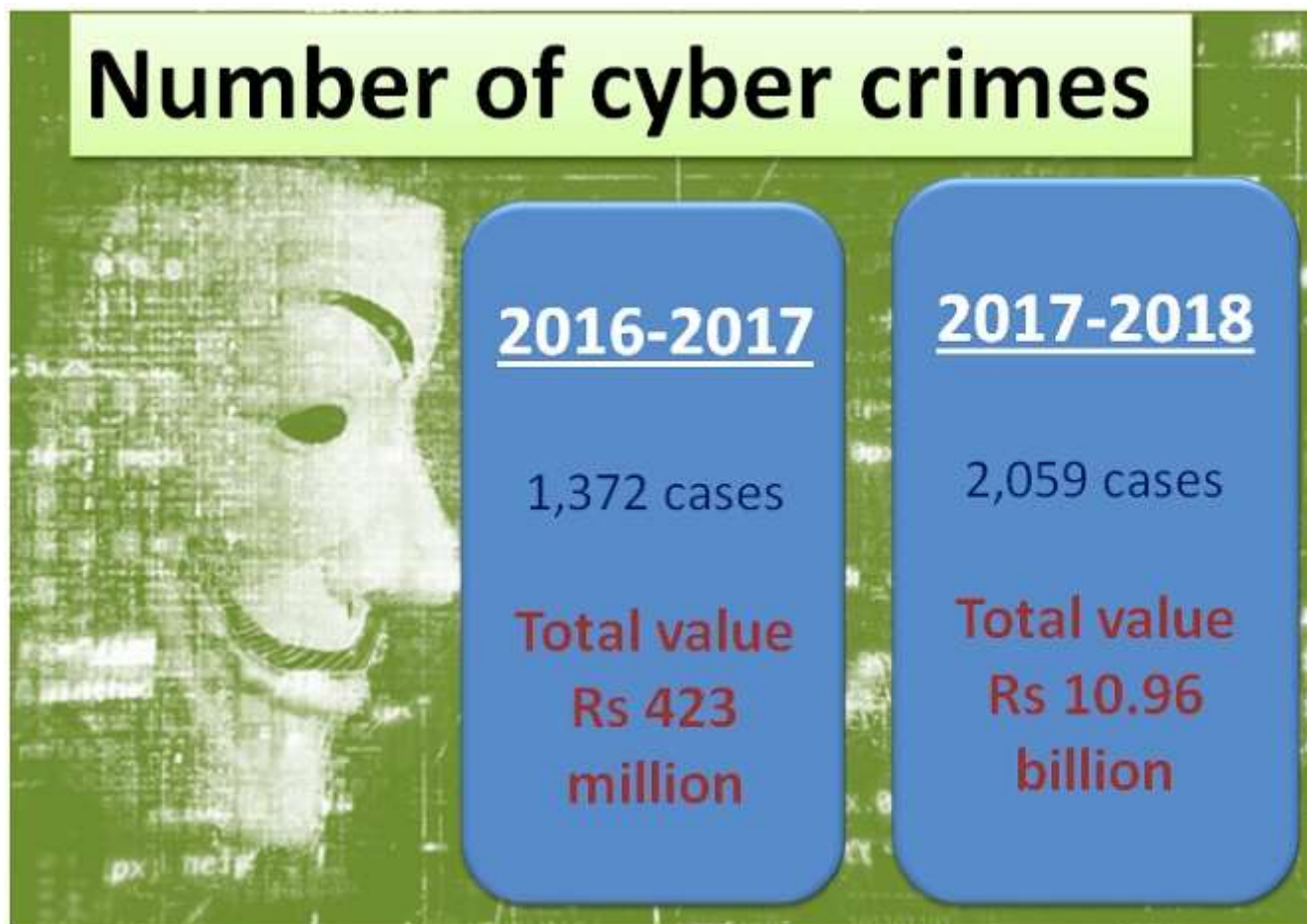
Social Networks Logos | Icons



How social media addiction affects us.



Frauds and Scams



Security and Reputation compromised

| | |
|--|---|
| 84% Percentage of Fortune 500 companies on Facebook. ¹ | 97% Percentage of Fortune 500 companies with a corporate presence on LinkedIn. ² |
| 69% Percentage of online adults who use at least one social media site. ³ | 500 million Number of accounts stolen in Yahoo's 2014 data breach. ⁴ |

Data, identity, information stolen



Cheating in relationships



Future of human relationships



Social Media causes death



Makes people do life threatening acts



Glamourises drugs and fake lifestyle

90%
of adolescents witness
their peers using drugs or
alcohol online before age
16

National Survey of American
Attitudes on Substance Abuse XVI:
Teens and Parents - August 2011



Spreads fake news



Makes people do silly things



Our present



Our Future???

