

SOCIAL MEDIA AWARENESS

Social media awareness can be defined as the ability to recognize the benefits and risks of using social media platforms, and to make responsible choices about how to interact with them. Social media can be a powerful tool for communication, education, entertainment, and socialization, but it can also pose challenges such as cyberbullying, privacy invasion, misinformation, and addiction. Being socially aware means that one should be mindful of the following aspects:

- Understand the purpose and audience of each social media platform, and how to adapt to the tone and content of the post.
- The privacy and security settings of each platform, how to control who can see and access the personal information and data.
- The credibility and reliability of the sources and information shared on social media, and how to verify and fact-check them.

before spreading or believing them.

- The impact and consequences of the posts and comments on oneself and others, and how to avoid or deal with negative or harmful situations such as cyberbullying, harassment, or defamation.

- The balance and moderation of the time and attention spent on social media, and how to avoid or overcome the symptoms of addiction, distraction, or isolation.

The above mentioned points are for the public who can be affected by the malicious and hurtful people on the social media platform. It is very crucial to be aware of the dangers and threats posed by being careless or unaware of the harmful nature of the social media platforms. People should be educated about such harms on a regular basis by schools, colleges, institutions, Organizations and by the government by advertising, campaigns, seminars, etc. It has become more important than ever to be careful on social media in this ever-growing - digital world.

People should be very careful about what they share on social media and who can access it. Oversharing information is arguably the biggest risk of using social media. Potential burglars could be watching for people on vacation, hackers could be looking for information they can use to break into your accounts, scammers could be looking for potential vulnerable people who can be easily manipulated into giving them money or other resources by pretending to be someone they know or by promising for a better job, products etc. So people should be extremely cautious and careful about what they post while keeping in mind the potential disadvantages.

With anonymity comes the great feeling of invincibility which leads to cyberbullying. Cyberbullying has become another issue which has risen to the forefront due to the increased use of social media by a wide population of people. The social media has proven itself to be a forum where people feel

very comfortable saying things that they would never say in person. They are often inconsiderate of how the people at the other end is going through or would feel and hurt them with their opinions. Often, the problem is compounded by people posting without knowing all the facts of a given situation. It is very important to be cognizant of your actions online, so that you don't contribute to such a problem or become a victim to it.

Social media awareness means being conscious of the effects of our social media usage on ourselves and others, and making informed decisions about how we engage with it. It is important because it enables us to take responsibility for our actions and their consequences, and to protect our privacy and personal information. It also helps us understand the power and influence that social media has on society, and how it shapes public opinion and political discourse.