

Create a Social media post

1 Introduction

1.1 Overview

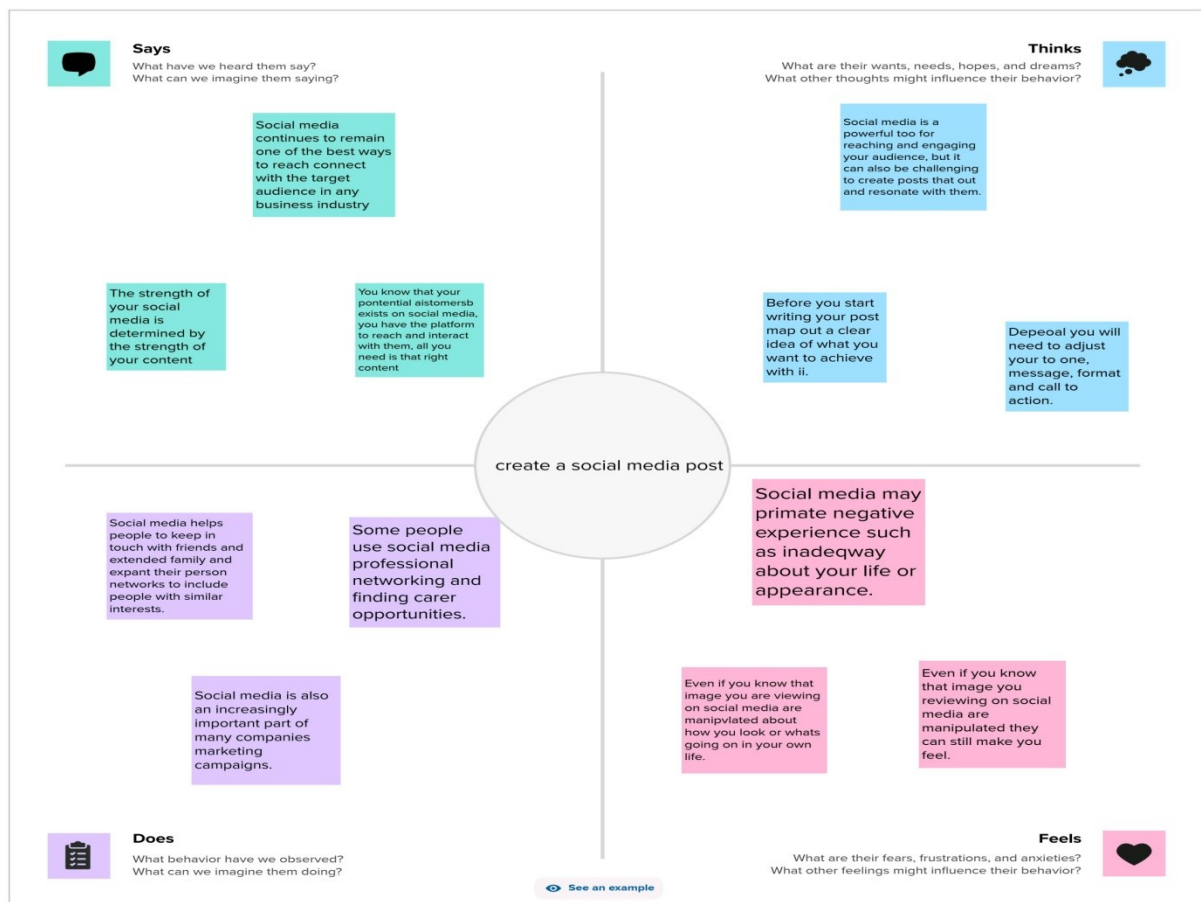
A Social media marketing strategy is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you are succeeding or failing.

1.2 Purpose

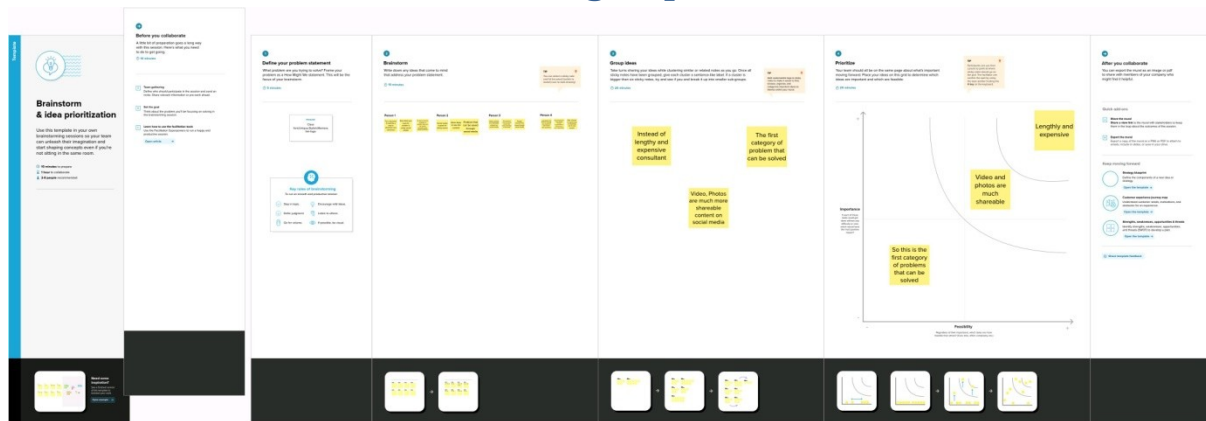
With social media, you can share information and ideas in a variety of ways. Different outlets allow you to publish your own ideas in writing, with pictures, or through videos and voice recordings, and you can also hyperlink your audience to interesting articles, pictures and videos.

2. Problem Definition and Design Thinking

2.1 Empathy Map



2.2 Ideation and Brainstorming Map



3. Result



4. Advantage and Disadvantage

4.1 Advantages

- ❖ You reach large audience
- ❖ You have a direct connections with your audience
- ❖ You can create organic content
- ❖ You have access to paid advertising services
- ❖ You build your brand

4.2 Disadvantages

- ❖ It is harmful because it invades your privacy like never before
- ❖ It also leads to cyberbullying which affects any person significantly
- ❖ Fake news is spread with the use of it, which poisons the mind of peaceloving citizens

5. Applications

Every web based applications that supports information publishing and sharing the building of personal profiles, connecting to a community is considered as a social media application. Different outlets allow you to publish your own ideas in writing, with pictures, or through videos and voice recordings, and you can also hyperlink your audience to interesting articles.

6. Conclusion

The excessive use of social media and the internet has negative impacts on the lives of peoples. The use of social media has also caused problems with addition, negative impacts on the lives of people. The use of social media has also caused problems with addition, negative impacts on family, as well as deterioration of family elations, physical and mental health.

7. Future scope

- ❖ Social media will be more integrated into personal, social and business lives.
- ❖ Social media will have longer term implications for individuals as a result of a lived in public.