Second, social media enables instant contact/communication. Text messages posted via social media networks take a few seconds to reach their intended recipient. This rapid connection allows people to feel like they are next to each other. This remains true even when they are geographically separated. Rapid communication allows people in disaster-stricken areas to warn those heading to the area (Ref-f819506).

Social media allows people to remain up to speed on current events worldwide. In any event, if there is a disease epidemic, for instance, people are kept up to date via social media to take personal safety precautions. When a case of coronavirus illness was recorded, for instance, in China, numerous media outlets utilized social media channels such as Twitter and Facebook to cover this incident in Dec 2019 (Ref-s842184)

Also, social media allows various people to create community pages to remain connected. Church members, for instance, form collaborative groups where they maintain each updated on each plan of the church. In either case, the entire church is embarking on a huge endeavour, and individuals are kept up to speed via the newly constructed social media page. Individuals must subscribe to get updates from the sites to read the most recent information delivered on the social media page (Ref-u470921).

Social media allows people to publicize their charitable acts, such as contributing to a person in need of financial assistance to pay off outstanding medical expenses. Social media is used to share images of people who need assistance, including details about their situation. After reading the material, social media users begin using existing digital payment methods (Ref-f217253).

Again, social media allows society members to follow someone they wish to learn from. Aspiring students can do so from anywhere on the planet. Many people, for instance, use social media to follow successful business persons. This is especially true for those who want to establish and expand their businesses (Ref-f652463).

Social media is used by businesses to promote their products and services. Business groups develop their own social media profiles, promoting others to like and follow them. Following these sites implies that users will see any advertisements created by the organization (Ref-s229328).