

# The Pros of Social Media Communication



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# Social Media

[ˈsō-shəl ˈmē-dē-ə]

A computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.



# Advantages



According to Prof. Viktoriya Sus



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# Advantages



## 1. Anyone can publish

- Perhaps the best thing about social media is that it's made absolutely anyone to publish and share their news and information.

## 2. Free Source Of Information

- Most social media platforms are free, and they're available on our phones!



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## 3. Builds Social Contacts

- It's so easy these days to meet people online. In fact, many social media platforms have built-in algorithms to help you meet people who have the same interests.

## 4. Lets People Find Their Subculture

- Before the Internet, people were limited to making friends in their immediate community.



## 5. Allows The Truth To Get Out

- In many societies, governments and establishment media might try to prevent the news from reaching the people.

## 6. Excellent Communication Tool

- Social media provide an opportunity to communicate with work colleagues, relatives, and friends.

## 7. It Can Help With Self-Development

- Social networks can be used as a tool for self-development, allowing people to follow inspirational people and content related to their interests.

## 8. It Can Be Educational

- Furthermore, social networks provide a valuable resource during the learning process.



## 9. It Can Help Businesses To Thrive

- Social networks are a platform for business development. People can advertise their online store, web design studio, etc.

## 10. It Can Improve Career Opportunities

- Social media can help with career growth by bridging the gap to global employers.

## 11. Acts As A Platform For Entertainment

- Whether for fun or distraction, countless young adults turn to social media as an outlet for entertainment.

## 12. Earn Money

- Social media is an incredible asset when it comes to making money. People can easily open their own store or blog and draw customers in from various social networks.

## 13. It Can Help Disarm Social Stigma

- social media allows people to fight against all kinds of discrimination. It's an excellent platform to raise awareness about taboo topics and break the taboos associated with them.

## 14. Stores Unprecedented Amounts Of Historical Information

- In the future, we'll have unprecedented amounts of information about this time in history.

# The Cons of Social Media Communication



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# Disadvantages

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# Disadvantages

## 1. It Can Lead To Addiction

- Social media can easily become an addiction that takes over people's lives.

## 2. Increase Online Bullying

- Social media provides a platform for people to express their opinions and share personal information. But unfortunately, some people use it as an opportunity to bully others.



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# Disadvantages

## 3. Can Lead To Body Image Issues

- One of the most dangerous traps associated with social media is people's inclination to compare themselves to those around them.

## 4. Can Be Misused For Spreading Misinformation

- Social media can also be a breeding ground for misinformation and propaganda. People have been known to spread lies, rumors, and even unsubstantiated theories with impunity.



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## Disadvantages

### 5. Can Affect Relationships

- Social media can potentially damage relationships, as people often become overly engrossed in their virtual lives and fail to give adequate attention to their tangible connections.

### 6. Can Cause Sleeplessness

- Excessive use of social media can also disrupt sleep patterns.



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## Disadvantages

### 7. Can Lead To Leaks Of Private Information

- A major risk of using social media is the possibility of experiencing an attack that will leak our information to others.

### 8. Can Be Abused By Employers

- Companies can exploit social media for their own dishonest advantages, such as monitoring their employees and intruding on their internet activities.



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## Disadvantages

### 9. Can Increase Stress

- Social media can be a source of heavy stress and anxiety, especially when individuals feel the pressure to remain active online and respond quickly to messages.

### 10. Facilitate Laziness

- Social media can be a trap, sapping away motivation and resulting in an inactive lifestyle.



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## Disadvantages

### 11. Leads To Polarization

- Social media gives us more of what we like. So, people end up only seeing people or viewpoints that agree with us.

### 12. (from your own experience)



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Thank  
you!!!



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