Social media is a collective term for forms of electronic communication based on the internet which allows users to share information, create web content and to have conversations. It has emerged as a powerful force in shaping the lives of today's youth. The rapid integration of platforms like Facebook, Instagram, Twitter, and Snapchat into the fabric of daily existence has sparked a myriad of discussions regarding their impact on the younger generation.

The digital landscape presents both a tapestry of opportunities and a labyrinth of challenges.

Due to the addictive nature of social media, youth may find themselves spending significant hours scrolling through feeds, potentially affecting productivity and hindering academic and personal development. This obsession with virtual attention and acceptance seems like harmless social media fun, but it can lead to damaging effects on anyone's development and mental stability. social media usage can lead to cyberbullying, negatively impacting the mental health of young users. Constant comparison, unrealistic beauty standards, peer pressure and online harassment due to the viral trends contribute to increased stress and anxiety.

The desire to participate and be part of a viral trend can have both positive and negative impacts. With people keeping their heads in their phones more than talking face to face, they are neglecting rudimentary social skills like decrease in quality of interpersonal communication which affects the public speaking skills of a person. Social networking makes life so convenient that it makes a person lethargic, making us depend on it for everything.

On the positive side, social media platforms provide a virtual space for youth to connect with friends, family, and peers globally. The ease of sharing information has fostered a sense of interconnectedness, transcending geographical boundaries. The digital age has facilitated instant access to information, enabling youth to stay informed about current events and global issues. Social media acts as a catalyst for social awareness and activism, empowering young individuals to engage in discussions about meaningful topics. Social media offers a platform for self-expression and creativity. Young people can showcase their talents,and contribute to the cultural landscape. Social media has contributed to the increase in long-distance online learning either for academics or co-curricular activities which was a blessing to all of us when the whole world was affected with Covid.

The bottom line is that it is up to each individual whether he/she utilises social media to learn new things or to let everything go in vain.

As society continues to grapple with the consequences of this digital revolution, it becomes imperative to strike a balance, fostering a digital environment that maximizes the benefits while addressing the potential pitfalls. In my opinion, **Posting less, doing more, comparing less, Reflecting more. Discussing less, accomplishing more** is the key to success.