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Social Media is a digital site where people can create and share content online.

Firstly, this tool help us to build and humanize your Brand to connect more with people. Instagram, Tik Tok or X are generating a lot of traffic in our website and can atract customers. If more people visit your website, sales Will be increment.

There are several areas here where social media do expose businesses to their downside: the negative comments or ratings causing damage to the business's image, the spread of untrue information, and difficulties in properly managing a social media strategy, which could create further damage to a company's image if not handled properly.