Social media is a broad term nowadays and almost everything on the internet can be categorized as some form of it. From its early years to the present it has varied a lot. It has changed so much, that some can say it is barely recognizable. How is social media so different and what impact will it have?

In the past years for the most part social medias like Facebook and Instagram have been used primarily by people who want to share unique moments from their lives to close friends and family. This concept has met strong approval from the users who quickly begun to multiply and thus the popularity of these social medias.

Consequently the popularization of social media has cough the eye of many businesses and companies. They have successfully recognized the potential online advertising has. Many of them rely strongly on online advertising as there main marketing strategy and rightfully so. It is one of the most affective promotions, because it connects deeply with the right potential customers. It seems unlikely that any time soon there will be a better and cheeper advertising strategy.

Despite the success of the advertisements for the companies, many users tend to have frustrating experiences with these social medias due to the quantity of ads they have to watch. Suppose the promotions continue to increase the users may turn to an alternative sources for entertainment.