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Theme: ***Businesses should not be allowed to advertise on social networks.***

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In recent years, businesses have increasingly turned to social networks as a platform for advertising their products and services. While this may be beneficial in terms of reaching a wider audience, I strongly believe that businesses should not be allowed to advertise on social networks.

On one hand, allowing businesses to advertise on social media can lead to an overload of advertisements which can be intrusive and annoying for users. This is especially true when it comes to targeted ads based on user data. These ads are often irrelevant or inappropriate and can make the user experience unpleasant. Furthermore, there is also the risk that advertisers will use unethical tactics such as clickbait headlines or misleading information in order to draw attention away from competitors’ products or services. Such practices could potentially damage the reputation of both the business itself and the social network where it advertises its product or service. Additionally, many young people who are exposed to such advertising may feel pressured into buying certain products or services even if they cannot afford them – leading them into debt at an early age – which could have serious long-term implications for their financial wellbeing.

On the other hand, targeted advertisement on social networks can be an effective way for businesses to promote their products or services, build brand awareness and drive sales. Social media also provides businesses with access to valuable customer data that can help them better understand their target market and tailor their marketing strategies accordingly. However, since companies would likely take up much of the available space with their own promotional material instead of leaving room for genuine conversations between individuals about topics relevant to them personally, therefore allowing businesses free reign over what they post on social media platforms could also result in a decrease in quality content being shared by users themselves.

In conclusion, while some might argue that allowing businesses access onto popular social networking sites has potential benefits such as increased brand awareness and sales opportunities, thus I firmly believe that this practice should not be encouraged due its potential negative impacts including intrusive advertising tactics, increased cyberbullying rates among young people, and decreased quality content posted by users.