

## **Social Networking** by Gautam Mittal

Social networks are changing the way we communicate and interact with one another. The main intent of a social network was to create a website of which people could meet one another, communicate, and share media. Today, we can meet someone who lives in China, while sitting in a New York coffee shop. Social networking can help our society and everyday life. Social networking is a healthy way to make friends, share your photos and media, and help you and your colleagues organize and share resources.

To Begin with, social networking sites are a healthy way to establish friendships. People can find new friends using social media. It allows users to create friendships that could not have been made due to geographical restrictions. At JCMC, Indiana the students use social networking to communicate with other students, it also helps the students create bonds with one another. Social networking brings people who have common interests together by posting information and messages. For instance, Myspace.com, a music sharing site, brings people together who have common interests. People can meet up with older friends and keep connections. This is a benefit because they can stay connected with family, classmates, and friends. Christian Ray Anciette, a social media expert at the College of Liberal Arts and Sciences, encourages students at the college to communicate with each other via social networks.

Second, Social networking sites are a good way to share media. People can express their opinions on ideas and media. For example, sharing videos, photos, articles, and messages. In fact, the European Union says, "Social Networking sites provide new opportunities for users to express their own opinions, find others with similar interests and experiences, and share and learn in a virtual environment." It is time that we face the fact that social media is one of the most effective forms of sharing media. According to the Pew Research Center, a user on average spends 46% of their time on Facebook 'Liking' or commenting on other people's photos. Although, some people say that younger users could be at risk of identity theft from over sharing. Those people could not be more wrong! Most social networking sites give privacy protection and also have the user aware of Internet privacy conditions. In addition, most social networking sites have protection to its users even if they are unaware of internet privacy conditions. Social networking sites have privacy protection settings, and they offer protection for the users even if they have minimal understanding of internet privacy conditions. Actually, all social networking sites have some level of protection for its users. It is clear that social networking is the future of sharing media.

Finally, Social networking sites are a useful business tool. Social networking sites are a useful way to share tools. Many universities' staff like Ohio State University uses *Facebook* to share upcoming events. According to the University of the PACIFIC, social networking is a useful way for staff members to share resources. For instance, The Library of Congress uses *Flickr* to share public domain photos for people to comment on.

Also, social networking is useful for recruiting. The government has used social networking in the past for recruitment. For example, the CIA uses *Facebook* for inviting students to work at the agency. Social networking can benefit for recruiting because it is easy to set up and free. Social networking sites are great for advertising your business. Social networking sites such as *Facebook* give opportunities to advertise, which is a benefit for businesses. This is handy for businesses because so many people use social networking. Businesses can advertise discounts and other offers on social networking sites, which helps them save money on advertising. It is not worth spending money and spending time just to communicate, share, and advertise with your colleagues.

To conclude, social networking is a useful tool in society, it helps us create friendships, share media, and communicate with colleagues. Social networking can allow us to make a friend on the other side of the globe. It allows us to share our own opinions on others' works of art. It also allows us to communicate with colleagues and share important business tools with them.