



WELCOME

A string of seven colorful paper tags (yellow, light green, and light blue) hanging from a thin twine string against a dark, textured wooden background. Each tag has a letter of the word 'WELCOME' written on it in blue ink. The tags are held in place by small wooden clothespins. The letters are: W (yellow), E (light green), L (light blue), C (light blue), O (yellow), M (light green), and E (yellow).

NAME OF OUR TOPICS

SOCIAL MEDIA



□ CONTENTS:

- What is Social Media?
- Purpose of Social Media.
- List of social networking sites.
- Purpose of Social Media.
- Some features of social media.
- Effect of social media on students/ youth!
- Positive Effect of Social media.
- Ø Negative Effect of Social media



What Is Social Media?

- ❖ *Computer based technology that facilitates the share of ideas, Thoughts and Information through The Building Of Virtual Network And Community.*
- ❖ *Social Media is an Online Platform Where we Can Share Our Thoughts , information ,Pictures And Videos.*
 - ❖ *We All Use It In Day To Day Life.*
 - ❖ *It has become an Integral Part Of Our Lives.*

Popular Applications of Social Media:

- *Google*
- *Chatgpt*
- *WhatsApp*
- *Facebook*
- *Instagram*
- *Google Maps*
- *YouTube*
- *Snapchat*
- *Telegram*
- *Gmail*





Purpose of Social Media:

- ✓ ***Checking of applications***
- ✓ ***Finding information***
- ✓ ***Sending and receiving e-mail***
- ✓ ***Downloading***
- ✓ ***Music listening***
- ✓ ***Shopping***
- ✓ ***Chatting***

Positive Effects Of social media:

- *Communication made easy*
- *Lot of Entertainment*
- *Develop communications skills and improve knowledge*
- *Online (education hopping booking and money transactions etc.)*
- *Use of social media promotions and advertising*
- *People can connect through social media*
- *Social media is a good source of up to date information*



- ✓ ***You reach large audiences.***
- ✓ ***You have a direct connection with your audience.***



- ✓ ***You can create organic content.***



- ✓ ***You build your brand.***
- ✓ ***You can create viral content***



Negative Effects of Social Media:

- *Privacy.*
- *Cyberbullying.*
- *People's Addiction to social media.*
- *Reduces Face-to-face Communication skills.*
- *Spending Time on Social Media is a Waste of Time*
- *Social media cause Depression and sleep issue.*
- *Social media cause Distraction.*
- *You can receive negative feedback.*

