

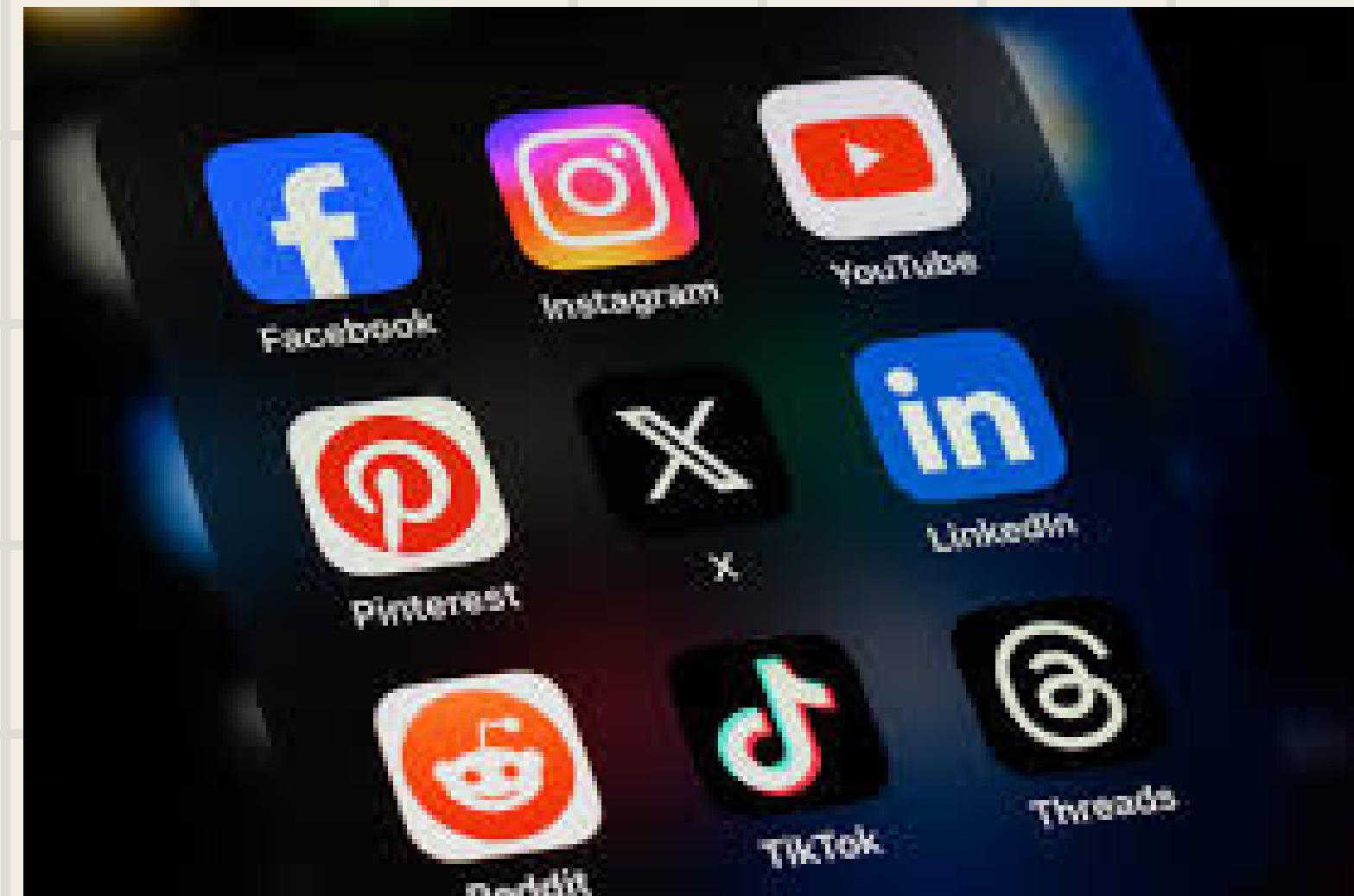
SOCIAL MEDIA

The Digital
Revolution

Introduction to Social Media *

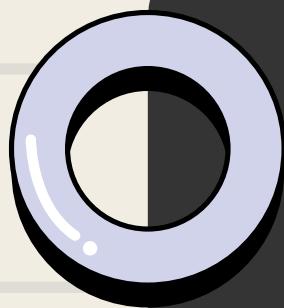
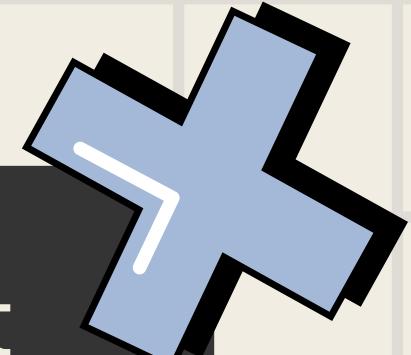
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- In 1997, a website called Six Degrees was created by Andrew Weinreich.
- 2003 – MySpace launched (very popular among youth).
- 2004 – Facebook created by Mark Zuckerberg.
- 2005 – YouTube launched for video sharing
- 2006–present : many other online platforms like twitter , instagram, whatsapp, tiktok etc .



Why It Matters

Social media matters because it has a strong impact on our daily life, communication, and society



- Global Communication
- Instant Information Sharing
- Voice and Self-Expression
- Business and Marketing Opportunities
- Education and Learning
- Entertainment and Creativity
- Social Awareness and Movements
- Career and Networking Growth
- Cultural Exchange
- Influence on Society

Advantages and Disadvantages of Social Media

Advantages

- Connects people worldwide
- Easy communication
- Educational content available
- Business and marketing opportunities
- Entertainment and creativity

Disadvantages

- Addiction and time wastage
- Cyberbullying
- Privacy risks
- Fake news and misinformation
- Negative impact on mental health

Extreme Dangers & Safety Precautions

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- Cyberbullying
 - Online Predators
 - Privacy Breaches
 - Identity Theft
 - Fake News & Misinformation
 - Social Media Addiction
 - Mental Health Issues
 - Scams and Fraud
-
- Use Strong Passwords
 - Enable Two-Factor Authentication
 - Keep Personal Information Private
 - Do Not Accept Unknown Requests
 - Verify Information Before Sharing
 - Report and Block Suspicious Accounts
 - Set Account Privacy Settings
 - Limit Screen Time





Conclusion

In conclusion, social media has become an important part of modern life. It helps people connect, share information, learn new things, and grow businesses. However, it also has risks such as addiction, cyberbullying, and privacy issues. Therefore, social media should be used wisely and responsibly. When used in a balanced and safe way, it can be a powerful and positive tool for society.