The world has become a global village. This is through the amalgamation of the virtual and real word. I have evolved as a person who is reliant on social media networks to connect with friends and families. Distance has become a thing of the past where virtually I can meet everybody. People who I never communicated with them have now resurfaced and we are able to catch up. However, teenagers and kids have been exposed to explicit content and kidnappers in the process of making new online friends. I monitor my kids and block unwanted sites in order to balance their security and social life.

Social media is constantly evolving. People need to keep up with the emerging trends in technology. These will change how people connect with their audience and share ideas. Social media is free but futuristically people will have to pay to access some services. These services will entail High-quality images, videos and audios stored for posterity. The media will be intelligent to convert low definition multimedia sources to high definition. People in the marketing industry will be the highest beneficiaries. Professionalism in the way their advertisement run in the media will be competitive. Marketing agencies will be able to pay their advertisement fee through their social network.

Social media has a great impact in the workplace. Most businesses have a social media presence and image besides a website. It allows the company to connect with their customers and audience, enhance and bring attention to the brands of the company. If the person involved in the update of the social network is not knowledgeable, the company risk a poor image to the public. Therefore the company should invest heavily in human resource training on the products and brand of the company.

Learning institutions have positively enhanced their methods of teaching through social networks. The rate of collaboration between students and tutors have increased through communication and online discussion groups. Students spend more time working with emerging technologies and learn new ways of enhancing its efficiency and effectiveness. The way students customize their profiles makes them more aware of design and layout skills. On the hand Students who heavily rely on social media show a negative response in access of information. This comes through a reduced focus on learning and memorizing facts. Social media in education should be used wisely to balance between innovation and generation of new ideas.

Social media fuels the economy in a diverse way. It redefines the global landscape as it acts as a platform for communication and engagement between users. Social media has created new jobs and pushed brands far and beyond borders. Earlier brands had to pay money for traditional online advertising that did not reach the target audience. Now business create their media content which reaches the respective and targeted audience. Brands have shifted on the demand side therefore, creating increased transparency and customer engagement.

In conclusion, social media has helped to maintain network and obtain information from various fields. Almost everybody has at least one account on a social network. This is because nobody wants to be left behind in emerging trends of technology. People communicate and share ideas of the network rather moving to the physical location of the recipient. This has made the world to be a global village.