



Indian Institute Of Information Technology, Lucknow

Presentation 2023

THE IMPACT OF SOCIAL MEDIA ON PROFESSIONAL COMMUNICATION

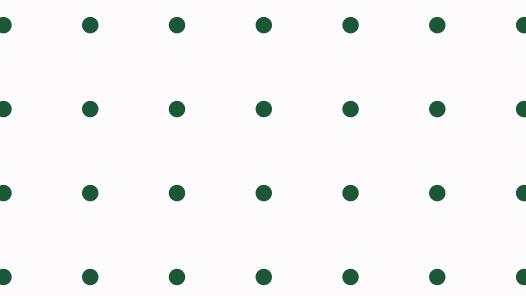
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Presented to
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CONTENTS

- Social media
- Impact on professional communication
- Case Study
- Results
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SOCIAL MEDIA



Popular Social Media Platforms

Instagram



Facebook



Twitter



Snapchat



Whatsapp



Youtube



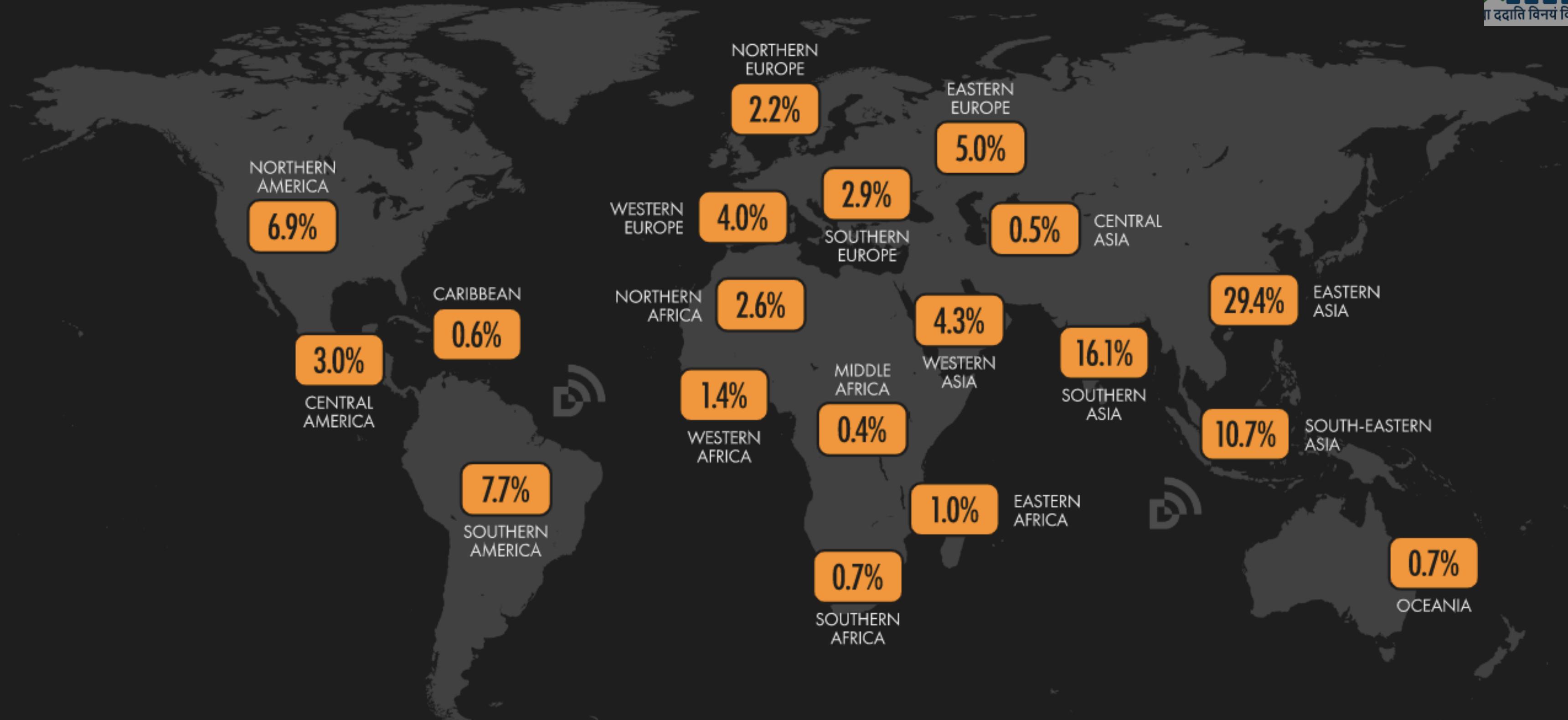
TikTok



JAN
2023

SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS



SOURCES: KEPiOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCIENCE. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



IMPACT ON PROFESSIONAL COMMUNICATION

Positive Impacts

**Build
Connections**

**Conduct
Campaigns**

Visualization

**Customers
are heard**

24/7 Presence



Negative side of Social Media



Lack of face-to-face
communication skills



Cyberbullying

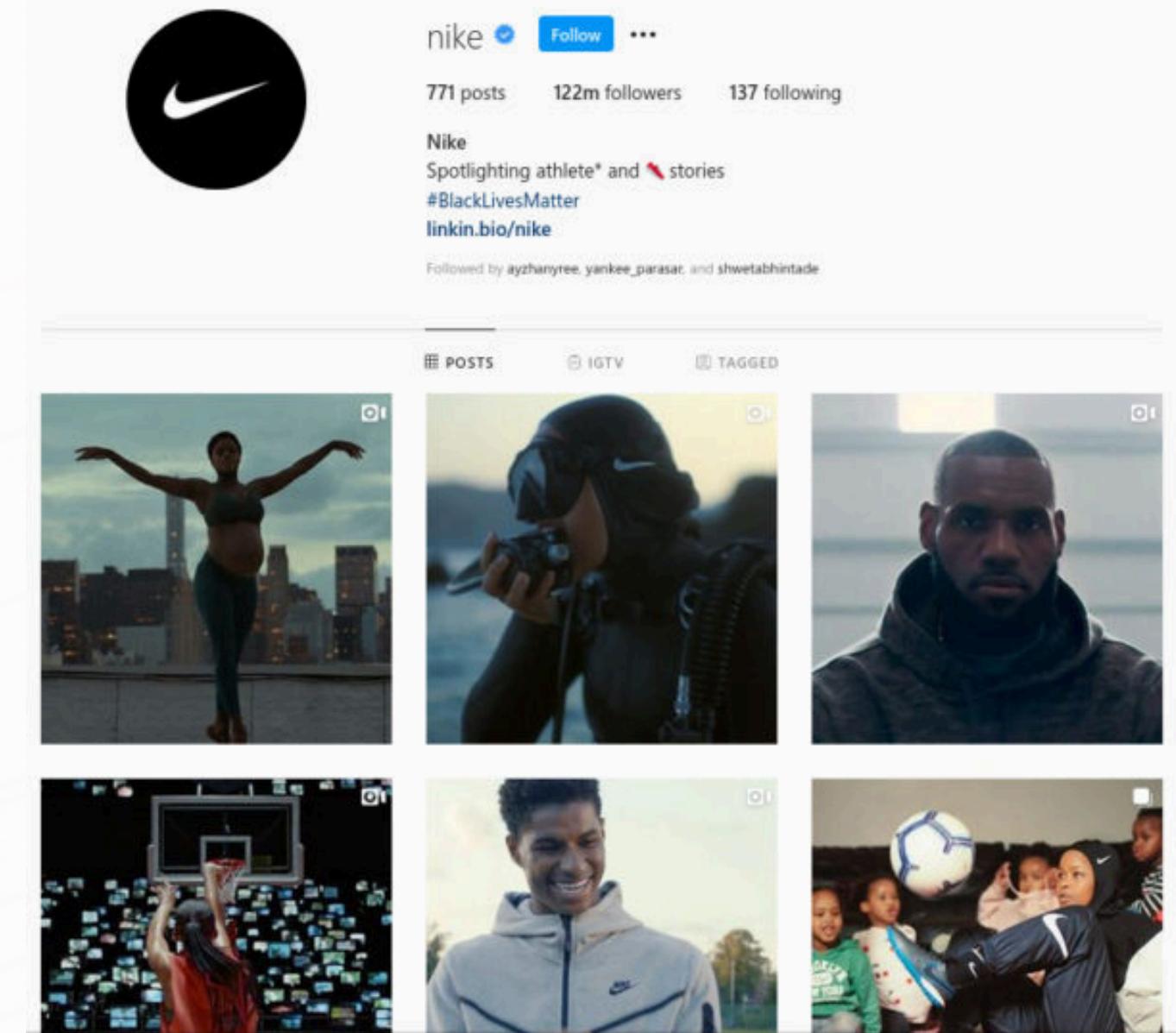


Health Related Issues





- ✓ Engaging with the audience
- ✓ Following viral trends
- ✓ Sharing Product Updates
- ✓ Collaborating with public figures
- ✓ Focusing on customer relationships
- ✓ Offering timely customer support





Adds humor to their top-performing posts on TikTok, which poke fun at various situations



Encourages customer interaction and creates a sense of community by using social media.



CONCLUSION



THANK YOU

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