

# PROJECT REPORT TEMPLATE

## 1.Introduction

### 1.1. Overview

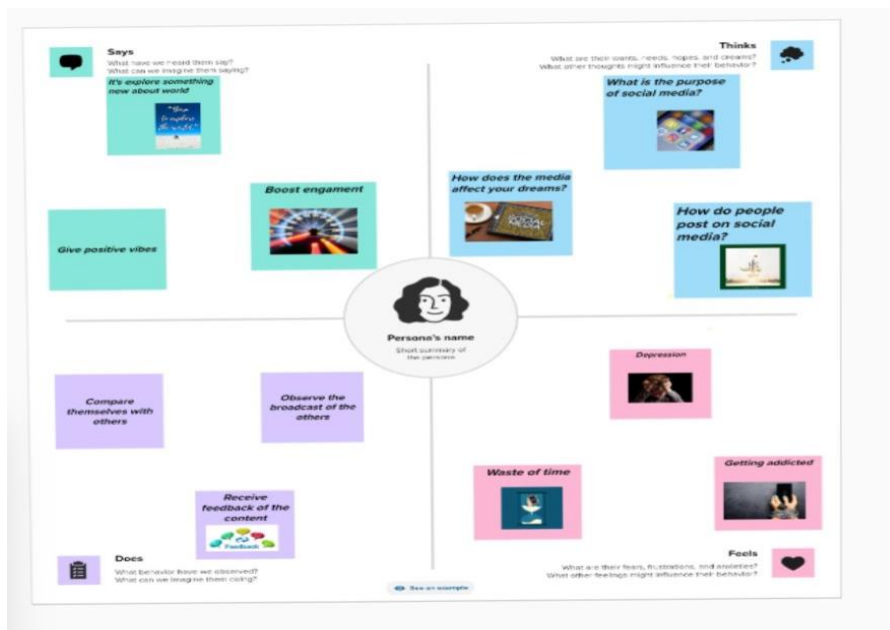
Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.

### 1.2.Purpose

Social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities. Social media typically features user-generated content that lends itself to engagement via likes, shares, comments, and discussion.

## 2.Problem Definition and Design thinking

### 2.1.Empathy Map



## 2.2 Ideation & Brainstorming Map



## 3. Result

# Quotes

All the world's a stage, and  
all the men and women  
merely players

-Shakespeare

## **4. Advantages and disadvantages**

### **Advantages**

Social media allows the social growth of society and also helps many businesses. It provides tools like social media marketing to reach millions of potential clients. We can easily access information and get news through social media. Social media is an excellent tool for creating awareness about any social cause.

- Learning & Networking
- For Creative Expression
- Experience Global Exposure
- Employment Opportunities
- Social Media Marketing

### **Disadvantages**

There is a direct correlation between the number of accounts an individual has and the individual's levels of anxiety and depression. Social media can be harmful, especially to pre-teens and teenagers who have little experience with their sense of body image.

- Highly distracting.
- The most apparent disadvantage that social media has is its ability to distract students from learning.
- The lost ability for face-to-face interaction.
- Cyberbullying.
- Exposure to inappropriate content.
- Privacy concerns.

## 5.Applications

Social media promotes users to share content with others and display content in order to enhance a particular brand or product. Social media allows people to be creative and share interesting ideas with their followers or fans.

### The five main benefits of social media

- Stay updated with all the new things in the world.
- Communicate anytime, anywhere from the comfort of your home.
- Advertising platforms for brands to find their right-set of consumers.
- Easy to build relationships and connecting with like-minded people.

### Types of social media content

- Text-only posts.
- Articles.
- Links.
- Recorded video.
- Live video.
- Images.
- Infographics.
- Audio.

### Positive effects social media has on people's lives are:

- Better Communication.
- Building relationships and communities.
- Sharing a common interest.
- Offers kindness and empathy.
- Source of knowledge and learning.
- Raise your voice on important issues.
- Growing business.
- Spread the news.

## **6.Conclusion**

**In Conclusion , Social media has plenty of good uses as it allows stories or events that began locally to gain a global or worldwide attention. This allows to become an amazing platform to make the world connect and spread information faster than ever in the history of mankind.**

**A Great conclusion is the one that provokes thought and will make your readers question the use of social media in their everyday lives. Also, remember that essays do not have to include pros and cons always. They can either be full of pros or cons or both, depending upon your hypothesis. Just ensure they are relevance .**

## **7.Future Scope**

**The scope of social media is vast and constantly evolving. It can refer to a variety of platforms, including Facebook, Twitter, Instagram, Snapchat, LinkedIn, and Pinterest, as well as any other platform or app used to communicate with others, such as blogs, wikis, forums, video sharing sites, and virtual worlds.**

**Social media will be more integrated into personal, social and business lives. Without realizing it, these platforms will be a natural part of our lives, streamlining our everyday activities and work. Social media will have longer-term implications for individuals as a result of a life lived in public.**