

# CREATE A SOCIAL MEDIA POST

## 1. Introduction

### ❖ Overview

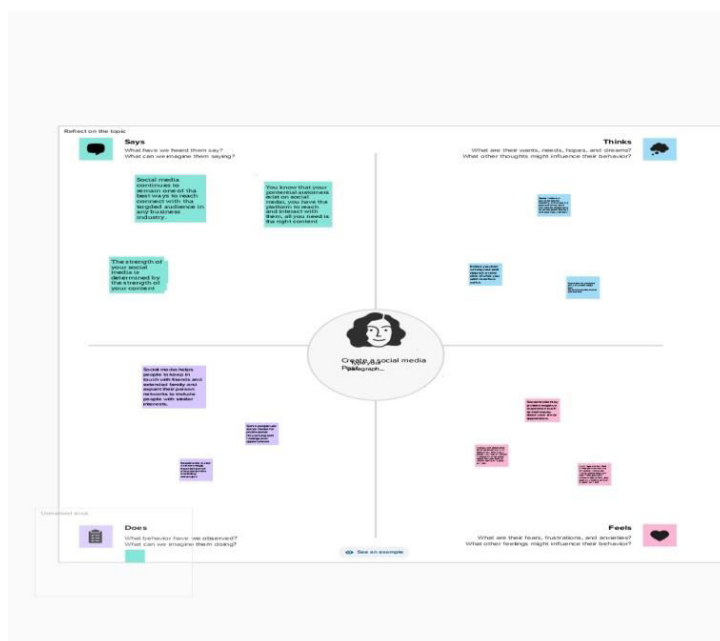
Social media has revolutionized our communication. People communicate on Facebook, Twitter, and Instagram today. Social media has altered our communication. Nowadays, people also use it to build connections by sharing content, commenting on posts, and voting on polls. This allows people to engage in a variety of discussions and share opinions. Some popular social media platforms are Facebook, Twitter, YouTube, and LinkedIn.

### ❖ Purpose

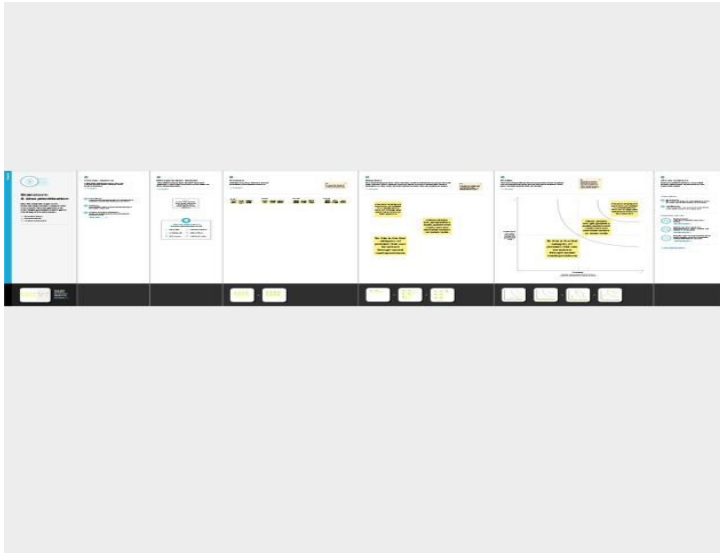
People are using social media for a variety of purposes. The four main uses of social media form the acronym SLIM: Sharing, Learning, Interacting, and marketing.

## 2. Problem Definition & design thinking

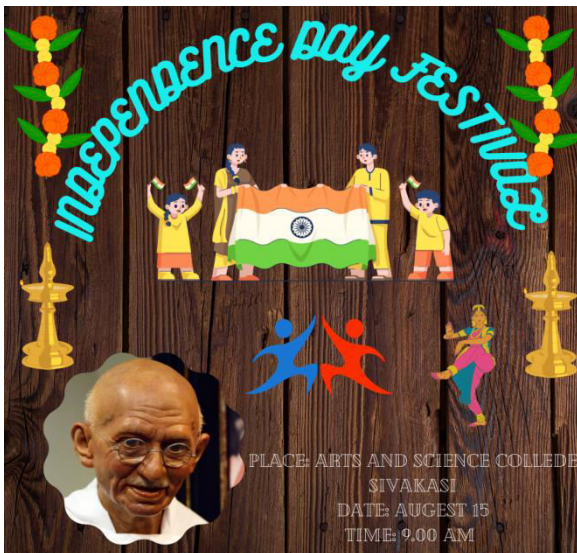
### 2.1 Empathy Map



### 2.2 Ideation & Brainstorming Map



### 3. Result



### 4. Advantages & Disadvantages

#### Advantages

- ❖ Useful for educational purpose.
- ❖ Build your brand.
- ❖ Reach a large.
- ❖ Target audiences based on their interests.
- ❖ Stay up to date.
- ❖ Get connected to new people.
- ❖ Create your audiences.
- ❖ Free to use 9, builds relationship.
- ❖ Get new visitors to website

#### Disadvantages

- ❖ Spending a lot of time on social media.
- ❖ Decrease in communication skills.
- ❖ Fake news.
- ❖ Social media can is not appropriate for children.
- ❖ Lack of confidence.
- ❖ Fear of missing out.
- ❖ No privacy.
- ❖ Getting close to depression.

## 5. Applications

People use social media to stay in touch and interact with friends, family and various communicates. Businesses use social applications to market and promote their products and track customer concerns. Social components, such as comment fields for users.

## 6. Conclusion

Conclusion The excessive use of social media and the internet has negative impacts on the lives of people. The use of social media has also caused problems with addiction, negative impacts on family elations, physical and mental health.

## 7. Future Scope

Platforms such as youtube, instagram, and Facebook are the go-to platforms for student learning, especially in tha form of video format, in addition, Facebook and instagram help students to exchange their knowledge and learn something new every day when the student use these platforms in the right way.

## 8. Appendix

From augmented reality to the changing role of influencers. Its clear that the future of social media is full of exciting possibilities. As technology continues to advance, we can expect to see further changes and innovations in the way we connect, communicate and share information.