**OUTLINE**

**INTRODUCTION**

**I- History and Definition**

**II- Types of Social Media**

**III- Positives Impacts**

1. **Social Impacts**
2. **Impacts on Business**
3. **Five Avantages**

**IV- Negatives Impact**

1. **Social Impacts**
2. **Impacts on Business**
3. **Five Disavantages**

**CONCLUSION**

**INTRODUCTION**

Social media has grown tremendously in the last few years. [From 2006 onwards](http://dstevenwhite.com/2013/02/09/social-media-growth-2006-to-2012/), the growth rate is unexpectedly very high. Specially Facebook and Twitter have grown much faster and captured millions of users in just a few years. The way technology is growing, it is obvious that more and more people are going to grasp its benefits. It has brought a lot of advantages for the society. From progressed nations to under-developed countries, every nation is utilizing the [power of social media](https://www.techmaish.com/technology-and-social-media-combined-techniques-to-optimize-the-power-of-these-tools-for-business/) to enhance life and use it for the bitterness of the people.

However, on the other hand it has also affected the society in the negative way. Just like anything which can be used for both good and bad, social media have also provided the negative and positive ways for the people. It is all about the usage and getting things done positively by using the power of social media. It is in the hands of the user to use to its advantage. But willingly or unwillingly it can still have negative impacts on the users. Today in this topic we are going to discuss on social networks and its advantages and disadvantages.

**I- History and Definition**

Various notable social media platforms such as [Myspace](https://en.wikipedia.org/wiki/Myspace) and [Facebook](https://en.wikipedia.org/wiki/Facebook) are developed and released, and [blogging](https://en.wikipedia.org/wiki/Blog) begins to gain popularity. [Instant messaging](https://en.wikipedia.org/wiki/Instant_messaging) platforms such as [AOL Instant Messenger](https://en.wikipedia.org/wiki/AOL_Instant_Messenger) (AIM) and [Windows Live Messenger](https://en.wikipedia.org/wiki/Windows_Live_Messenger) also become increasingly popular. [Wikipedia](https://en.wikipedia.org/wiki/History_of_Wikipedia) is launched in 2001.

A **social networking service** (also **social networking site**, **SNS** or **social media**) is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Social networking services are Internet-based applications

**II- Types of Social Media**

**A. Social Networking**  
1. Definition: Using websites and applications to communicate informally with others, find people, and share similar interests

* Allows users to directly connect with one another through groups, networks, and location

2. Examples: [Facebook](http://www.facebook.com), [Google+](https://plus.google.com/), and [LinkedIn](http://www.linkedin.com)

[Facebook Logo](https://www.facebook.com/)     [Google Plus Icon](http://plus.google.com/)     [LinkedIn Icon](http://www.linkedin.com/)

**B. Microblogging**  
1. Definition: Posting of very short entries or updates on a social networking site

* Allows users to subscribe to other users' content, send direct messages, and reply publicly
* Allows users to create and share hashtags to share content about related subjects

2. Examples: [Twitter](http://www.twitter.com) and [Tumblr](http://www.tumblr.com)

[Tumblr Icon](http://www.twitter.com/)    [Twitter Icon](http://www.tumblr.com/)

3. Additional tool for managing microblogging: [TweetDeck](http://www.tweetdeck.com/)

* Tweetdeck downloadable desktop application made exclusively for Twitter, allows for the organization of tweets through "customizable columns, multiple accounts toggling, scheduling, and automatically refreshing feeds".28 TweetDeck relies on column-based interface that allows all social media profiles to be viewed in one window. This [beginner's guide to TweetDeck](http://mashable.com/2013/11/07/tweetdeck-beginners-guide/) detials how to set-up and customize TweetDeck features to your agency's needs.

**C. Blogging (Using Publishing Websites)**  
1. Definition: Recording opinions, stories, articles, and links to other websites on a personal website2. Examples: [Wordpress](http://wordpress.org) and [Blogger](https://www.blogger.com/features)

[Wordpress Icon](http://www.wordpress.org/)     [Blogger Icon](http://blogger.com/start)

**D. Photo Sharing**1. Definition: Publishing a user's digital photos, enabling the user to share photos with others either publicly or privately

2: Examples: [Instagram](http://instagram.com), [Flickr](http://flickr.com), [Snapchat](https://www.snapchat.com/) and [Pinterest](http://pinterest.com)

[Instagram Icon](http://instagram.com/)     [Flickr Icon](http://flickr.com/)          [Pinterest Icon](http://www.pinterest.com/)

**E. Video Sharing**1. Definition: Publishing a user's digital photos, enabling the user to share photos with others either publicly or privately

* Allows users to embed media in a blog or Facebook post, or link media to a tweet

2. Examples: [YouTube](http://youtube.com), [Vimeo](http://www.vimeo.com), and [Periscope](https://www.periscope.tv/)

[YouTube](http://youtube.com/)     [Vimeo Icon](http://www.vimeo.com/)     [](https://www.periscope.tv/)

**III- Positives Impacts**

It is inevitable to ignore the fact that nowadays social network plays an essential role in social life and business.

1. **Social Impacts**

Most youths are spending at least an hour in these popular social media sites. Well, social media helps the youth and any other user updated with what is happening around the world, help the teenagers stay connected and interact with each other even if they are many miles apart. This strengthens their relationship even if they finished school and moved to different locations they stay connected and update one another.

In addition, social media sites have provided a platform whereby the youth can create groups and pages based on their common discipline and end up building connections and opportunities for their respective careers by updating various topics to discuss. Youth who have been interviewed they say that social media has become their lifestyle and it makes their lives easier and efficient.

1. **Impacts on Business**

Business owners and other types of professional organizations can connect with current customers, sell their products and expand their reach using social media. There are actually lots of entrepreneurs and businesses out there that thrive almost entirely on social networks and wouldn't even be able to operate without it.

With such amazing growth, every business today needs to leverage proper social media channels in the best possible way. Not because it’s the “in thing”, and not because it sounds simple, but because their target audience is hanging around the popular social networks. And they’re engaging with their favorite brands and connecting with them on different levels.

By giving your business brand the social media touch, you not only generate more business but also connect with your customers better and serve them on a higher level. It actually makes your online marketing easier.

According an infographic published by Ambassador, 71% of consumers are more likely to recommend a brand to others if they have a positive experience with it on social media.

Here are some more social media statistics that prove beyond doubt that your business needs to leverage sites like Facebook, Twitter and LinkedIn to keep up with the competition.

The number of social media-using adults has gone from 7% in 2005 to 69% just ten years later. Social media use on mobile devices is seeing a 30% growth every year. 2 million business today use Facebook advertising for promoting their products and services.

1. **Five Avantages**

**1:- Connectivity –** The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.

**2:- Education –** Social media has a lot of [benefits for the students](https://www.techmaish.com/positives-negatives-social-networking-portals-students/) and teachers. It is very easy to educate from others who are experts and professionals via the social media. You can follow anyone to learn from him/her and enhance your knowledge about any field. Regardless of your location and education background you can educate yourself, without paying for it.

**3:- Help –** You can share your issues with the community to get help and giddiness. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.

**4:- Information and Updates –** The main advantage of the social media is that you update yourself from the latest happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media you can get the facts and true information by doing some research.

**5:- Promotion –** Whether you have an offline business or online, you can [promote your business to the largest audience](https://www.techmaish.com/why-you-need-social-media-promotion-for-successful-business/). The whole world is open for you, and can promote to them. This makes the businesses profitable and less expensive, because most of the expenses made over a business are for advertising and promotion. This can be decreased by constantly and regularly involving on the social media to connect with the right audience.

**IV- Negatives Impact**

While on one hand social network sites seems to bring people together and connected on the other hand it creates social isolation in regard to BBC News report.

1. **Social Impacts**

As the youth tend to spend many hours on these sites, they rarely have face-to-face interaction. According various studies, scientists’ evaluation determined that social isolation can lead to a host of emotional, psychological, physical and mental problems which include anxiety, depression and somatic complaints among many others.

Other negative effects of social networking various people suggested included encouraging poor spelling and grammar, exposing underage to online predators, allowing spread of misinformation that is perceived as fact, decreasing productivity as those who are supposed to be working spend time in the sites to chat, provide a perfect platform for cyber bullying and providing details that increase risks of identity theft.

1. **Impacts on Business**

Social media is also a big platform for customers to complain about your products and services. Not everyone will directly contact you for any issues, they may land on your social media company profiles and post complaints or negative feedback/reviews about your offerings. The more complaints you get, the more your brand will suffer. Undoubtedly it is one of the disadvantages of social media for your business.

Always remember one thing: each of the negative comment/tweet will have repercussions for your brand.

Not only does that phone in your pocket have the ability to ruin your business’ reputation while you’re finishing up your last beer, there also happens to be a camera attached to it – which can visually capture you enjoying your night out as well. Over the last few years we have seen important political figures and sports heroes make fools of themselves with racy pictures on social media.

In case you already forgot, Apple recently ran into a PR issue when it was discovered hundreds of nude celebrity photos were leaked online after someone had hijacked the cloud. Imagine the horror if those pictures had been of well-respected CEOs or faces of a major company or brand. There would be some serious explaining to do.

1. **Five Disavantages**

**1:- Cyberbullying –** According to a report published by PewCenter.org most of the children have become victims of the cyberbulling over the past. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet. Threats, intimidation messages and rumors can be sent to the masses to create discomfort and chaos in the society. Check out the [6 cyberbullying stories that turned into suicide stories](http://nobullying.com/six-unforgettable-cyber-bullying-cases/).

**2: – Hacking –** Personal data and privacy can easily be hacked and shared on the Internet. Which can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected the individuals personal lives.  This is one of the [dangerous disadvantages of the social media](https://www.techmaish.com/social-media-a-dangerous-friend/) and every user is advised to keep their personal data and accounts safe to avoid such accidents.  
**3:- Addiction –** The addictive part of the social media is very bad and can disturb personal lives as well. The teenagers are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities.

**4:- Fraud and Scams –** Several examples are available where individuals have scammed and commit fraud through the social media. For example, [this list](http://us.norton.com/yoursecurityresource/detail.jsp?aid=social_media_scams) contains the 5 social media scams that are done all the time.

**5:- Security Issues –** Now a day’s security agencies have access to people personal accounts. Which makes the privacy almost compromised. You never know when you are visited by any investigation officer regarding any issue that you mistakenly or unknowingly discussed over the internet.

**CONCLUSION**

Social media is a really convenient and important communicate network for all the people nowadays. We can use it to know friends and keep contact with friends that came from different countries. We can also share our ideas so quickly so that all the things could develop so fast because people could tell us their ideas and we could improve it immediately. We could also learn new things on social media by watching or reading the things that people shared onto the social media. People could also sell things on social media freely which could reduce the expenditure of advertisements. There are more advantages for using social media, however, there is always advantages and disadvantages for a thing. As social media is too convenient for people, almost most of them don't even have to 'speak out' to communicate with people. No longer, people will lost their communication skills. The more serious problem is many people utilised the power of social media and used it to bully someone. The power of social media is also same as the one in real life. A little of them used social media to do things that against the law, which is a fool behaviour.

Social media changed our life so much. Our life became more convenient because social media is a very useful tool for us in 21st century, it could help us to improve our life. However, we have to aware of how we use them. If we could use the social media smartly, having social media will become a good change for us.