

# Social Media and Communication

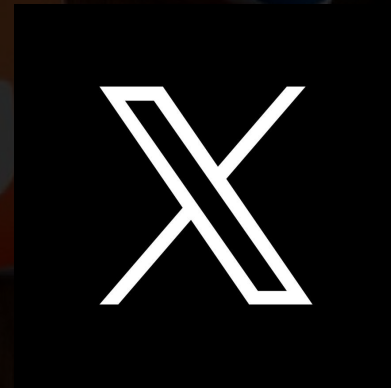
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# Definition

Social media and digital communication make it simple for users to connect, share, and communicate with one another across networks and computers. Platforms like Facebook, Instagram, Twitter & with the help of computing infrastructure were able to make that happen.







# Application in Real Life

## Personal and Professional Networking:

LinkedIn, Facebook, Instagram: Used for building and maintaining professional relationships, job searching, and personal branding. People connect with others in their industry, share accomplishments, and explore opportunities.

## Marketing and Business Promotion:

Social Media Advertising: Businesses use platforms like Facebook, Instagram, and Twitter to reach their target audience through paid ads, influencer collaborations, and organic content.

Brand Engagement: Companies interact directly with customers, gather feedback, and create engaging content to build brand loyalty.

## Information dissemination

Twitter, Reddit: Used for real-time news updates, spreading information quickly during emergencies, and public service announcements

TikTok



# Advantages

- Faster Information Sharing
- Easy Access to Information
- Larger Reach
- Better Collaboration
- Enhanced Productivity
- Convenient Record Keeping
- Multimedia Communication







# Disadvantages

- Cyberbullying
- Addiction and Health Issue
- Frustration and Distraction
- Privacy Issue
- Potential for Misunderstanding



# Examples:

- Online Forums - an internet space structured around and dedicated to conversation, usually through posting questions, answers, and responses.
- Dating App - an online dating service presented through a mobile phone application.
- LinkedIn: A computer-based professional network that facilitates employment connections by storing profiles and making job suggestions.
- Reddit is a website where people may publish and discuss various subjects. Popular material is shown by algorithms.
- Discord: A real-time messaging network that allows users to communicate via text, audio, and video. Messages are managed by computers.





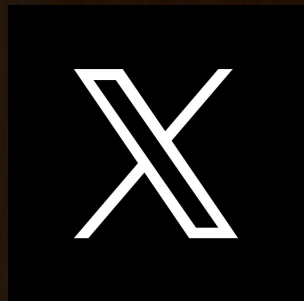


# Examples:

- Pinterest: is a website where users may store and share photos while utilizing computers to suggest related content.
- Zoom: lets you talk and see people in real-time, even if they're far away. It takes the video and sound from your computer or phone, compresses it (so it takes up less space), and sends it over the internet.
- Discord: A real-time messaging network that allows users to communicate via text, audio, and video. Messages are managed by computers.
- Email: Computers make sending and receiving emails fast and easy.
- Messenger - an internet-based application that facilitates two or more individuals to communicate privately with one another.







Thankyou

