

# SOCIAL MEDIA

A TOOL FOR  
COMMUNICATION





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# INTRODUCTION

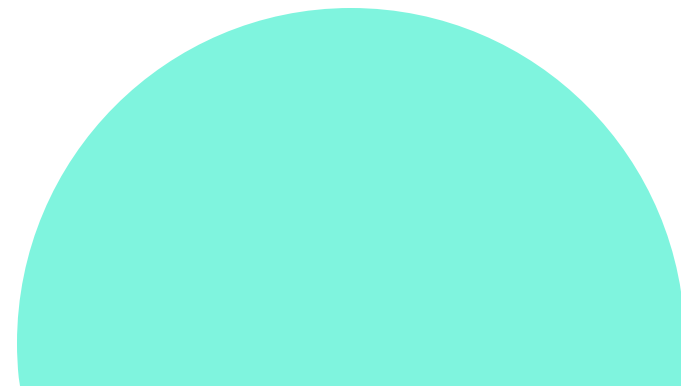
- Online platforms for creating and sharing content
- Allows users to interact with others
- Includes text, images, videos, and messages
- Used for communication, sharing, and entertainment

# WHY SOCIAL MEDIA IS IMPORTANT?

- Helps people stay connected
- Provides quick access to information
- Supports learning, business, and creativity
- Enables self-expression and awareness

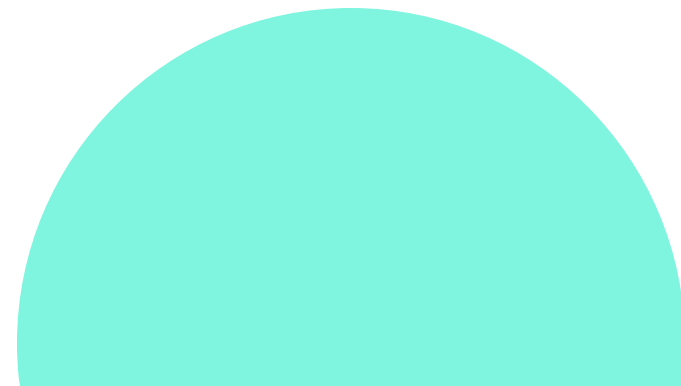
# HOW SOCIAL MEDIA WORKS?

- Users create accounts and profiles
- Content is shared through posts or messages
- People interact using likes, comments, and shares
- Platforms use algorithms to show content



# SOME EXAMPLES

- Facebook
- Instagram
- WhatsApp
- YouTube
- X (Twitter)



# NEGATIVE EFFECTS OF SOCIAL MEDIA

- Can lead to excessive screen time
- Causes distraction and reduces productivity
- Spreads false or misleading information
- Affects mental health and self-esteem
- Encourages online bullying and harassment
- Reduces face-to-face interaction
- Risks privacy and data security

# CONCLUSION

Social media has both positive and negative effects. When used responsibly, it helps people connect, learn, and share ideas. However, misuse can cause problems like distraction, misinformation, and privacy risks. Therefore, balanced and responsible use of social media is important for a healthy digital life.