

Essay on facebook has become part of our lives

[Business](#), [Customers](#)



I am writing to bring to your attention the role that Facebook is bringing to our lives. It is becoming an integral part of our lives. There are many benefits that come with Facebook. Communication has become a possibility. We get all types of updates with the use of Facebook. The information that is shared in social network sites like Facebook makes it an invaluable tool in business communications. The value of Facebook in business community, political circles or educational sector cannot be overlooked. According to Baumgartner and Morris (34), improvement in the world economy in the last decade can be attributed to the proper information dissemination mechanisms and the globalization which has been enhanced by social networking. In his view, Baumgartner and Morris (56) consider the Internet as a major contributor to knowledge and information gathering. The ease with which different cultures have interacted and ideas shared across borders contribute to the economy by acting as a stimulant. Access to information is a contributing factor to innovativeness in business and entrepreneurships. By interfacing different business ideas from different backgrounds, people are able to develop a keen understanding of the opportunities and challenges that are likely to be encountered in the cause of their venture (Bernd, Steve & Peter 65). The diversity with which these ideas are generated reflects the diversity of the target market.

The free nature of Facebook makes it the best choice for both personal and business use. Thousands of people join Facebook sites due to no cost of incurrence. Due to this ever-increasing number, Facebook offers the best opportunity for tapping in to business strategies. Customers and targets are identified by doing simple tasks like clicking few icons. The ability of

Facebook to display the likes and dislikes of most people helps business to plan their advertising and promotional offers effectively. It ensures a multitude of people is reached within no time at a cheaper cost or no cost at all. The fact that credibility can be introduced to a business due to the ability to connect with customers both on personal or professional level is a boosting factor to any business. Customers can ask matters related to the business at both interactions which will translate to better understanding of the business improving prospects for the business.

The expertise needed for a given job opening has been facilitated through Facebook. Sometimes finding the right person to perform a task for an organization can be a problem. However, Facebook has offered a proper platform for getting one. A client is able to read and understand the personal believes and values of a potential customer. Comments and recommendations from Facebook users provide good evaluation platform (Baumgartner, , & Morris, 64). In fact, interacting with a potential client before revealing your intentions will provide a deep insight in to his or her capabilities and trustworthiness. Referral programs also serve as an opportunity of finding competent employees. Research shows that most employees employed through referral programs are trustworthy and more competent.

It can be projected that Facebook will continue being an integral tool that will change the way we live our lives. Facebook is changing the way classes are carrying out. Facebook brings a community of learners who want to get everything right. The internal need to outdo others in working out on

something brings a healthy competition between students. Businesses will shift to Facebook when an important change is going to be undertaken.

Generally, Facebook will change the various procedures that are being carried out in businesses and social lives. It is the leading technology that has received the highest acceptance. With the innovative founders who constantly update the features found in Facebook, it is going to get more usability.

Works Cited

Baumgartner, John, & Morris, Joseph. " MyFaceTube Politics Social Networking Web Sites and Political Engagement of Young Adults". *Social Science Computer Review*. 28. 1. (2010): 34-45. (Journal article).

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