

Social mediaassignment assignment



**ASSIGN
BUSTER**

Social media can do wonders for people such as let them communicate with family and friends that are across the ocean, be an extremely convenient news outlet, and gives a businesses another place to advertise. This is an extremely short list of opportunities that have come with social media. With this being said, the recent spike of popularity in social media has positively impacted society by enhancing communication, creating a convenient and efficient news outlet, and providing unlimited advertising not only for business', but for you and I too.

There are unlimited possibilities when it comes to the Internet and social media demonstrates that. Communication is important in every person's life. Social media has enhanced communication aspect of everyone's lives by offering many different services that can help you meet new people, connect with family or friends across the world, or even follow celebrities, politicians, and athletes in their everyday lives. For example many college and university students move away from home to attend post-secondary and an inexpensive way of seeing their families through video chats or online messengers.

People are becoming busier and busier in their lives and sometimes find it hard to search for a significant other. Thanks to online dating websites and smartened apps, being a busy person does not mean that you are unable to find your significant other. Social media gives celebrities, athletes, politicians, etc. A place to view and communicate with their fan base and share a more personal side of themselves. The enhancement to communication through social media has given mankind a few giant steps in

technology. Social media has created a massive news outlet within its lifespan so far.

Social media is the fastest way to spread news (Goby) due to how many people use it. However, this isn't the only reason for news spreading so fast within social media. Websites such as Facebook and Twitter (these aren't the only ones) allow you to share your own or other second hand news, but the reason for the news being able to be spread so quickly is people's constant use of social media and the feeling of needing to share it with your " friends" and " followers". Social media has put news in an even more accessible place than newspapers and magazines as nearly everyone has a smartphone or laptop within their household, office, or school.

Not only has social media been able to keep users up to date with current news but also shows historical news such as the 9/11 Incident or Obama becoming the president of the United States. Today it is just as easy to scroll through a social media app or website and find 5 news stories as it is to send a fifteen word text message. Not only is social media an efficient way of getting news, it is usually ten times faster than news comes through. News providers such as CNN and CBS have even begun posting small (2-8 minutes) video clips on what they had covered at certain events on their Twitter and Facebook pages.

It is social media that allows for such a convenient and efficient news outlet. Social media allows users to create and join pages that are separate from their profiles based on the user's interest. This is especially helpful in the business world as it allows companies and local businesses to advertise at

little or no cost at all. By using social media, businesses are able to show their consumers content. Social media is also a place where larger companies tend to reveal new products. For example, Apple first revealed their phone 6 through Twitter. Social media isn't always about the larger or even local companies though.

Advertisement is not the only tactic that is valuable to genuineness, feedback is also very important and social media makes it extremely easy to access. This helps tell a business what they are lacking and what and how they can improve through the eyes of a customer. Plenty of larger businesses also have online stores that are advertised through social media as many deals and sales are placed in an “online store only” category. Faceable is flooded with buy and sell or swap and shop pages created by the community which serve the purpose of individuals being able to buy, sell, swap, and advertise to other users who have also joined the group.

Business and advertising is just one enhancement of the very many that social media has brought to society. The recent spike of popularity in social media has positively impacted society by enhancing communication, creating a convenient and efficient news outlet, and provided unlimited advertising for not only business's, but for you and I also. Have a cousin you haven't connected with in a while? Try a social media site, they have you covered. Maybe you've become too busy to find a significant other? It shouldn't be hard to find a dating site or even an app on your smartened to help you out.