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Positive impact of Social Media

Social media is a common occurrence in everyday society that many people use everyday. Weather or not social media is good, is a commonly debated topic amongst many people. People may believe that social media is harmful, but when used correctly, social media is very beneficial. The harmful aspects only appear during misuse of its programs. Social media is a great way to communicate with people, reconnect, grow business and it’s an opportunity to show personal expression. Social Media opened a new easy and efficient way to communicate with people. We use social media platforms to stay connected with people that we don’t see on an everyday basis. For example, I went on a trip to Ottawa with a program called encounters with Canada. I met people from across the country making new connections and friendships. If I wanted to communicate with the friends I met from Quebec, the easiest way would be to do so via social media. Making group chats and sharing photos on social media platforms, like Facebook Instagram and snapchat, are easy and it can help maintain friendships. Now I can easily contact my friends from Quebec or New Brunswick fast and easier than before social media came to be. Social media bridges the gap between people to bring them closer together. Social media is also an easy way to reconnect with people. When scrolling through Instagram or Facebook feeds, people post pictures that are meaningful to share with friends. When scrolling though, it’s easy to see pictures of people that you may have lost touch with. If I were to look through my photos on Instagram, I may find a picture from someone I met at encounters that I haven’t talked to in a while and establish a new connection. Social media is an efficient way to find people that we may have lost contact with over the years and reconnect with them. Social media has also revolutionized business and advertising. There are many small businesses that may not have had a chance to thrive in the business world without social media. It broadens their ability to expand their product and open themselves to new markets around the world. Businesses can advertise their products on social media sites and gain popularity to spread their products. Opening business accounts and sharing ideas has been transformed. Using social media, businesses can access feedback from their customers to improve their products that benefit the users. Businesses can develop an Identity through media and market their products to everyone. Social media is also a great platform for self expression and promotion. Pictures and comments posted on social media provide a way to express yourself and your interests, and it helps promote your interest to others. For example, people can start travel blogs, or art accounts to promote their work and gain publicity. They share their interest in hope to motivate others to share their work and interests too. When used correctly, social media has many benefits that can help us stay in contact with friends, reconnect with people, expand business and promote yourself. It is important to stay connected in the modern world through social media. Social media is beneficial, and we should continue to use it in todays society. Social media started a revolution in modern technology and can be the key to your success.