

Chapter5

Use Of Social Media

What is Digital Marketing?

Digital Marketing refers to the marketing of products and services of a company or business through digital channels such as search engines, websites, email, social media, mobile apps, etc. It involves the use of electronic devices and the internet



Digital marketing mainly comprises Search Engine Optimization (SEO), Social Media Optimization (SMO), and Search Engine Marketing (SEM). We can say that it can be divided into three parts SEO, SMO, and SEM. However, email Marketing and Affiliate Marketing have also become important components of digital marketing over the past few years. So, in digital marketing, we mainly deal with the following components:

SEO-Search Engine Optimaization

SMO- Social Media Optimization

SEM- Search Engine Marketing

Email Marketing

AffiliateMarketing



Characteristics of digital marketing-

1. **Measurable:** One important characteristic of a digital marketing campaign is measurability. The word digital in itself has 'digit.' So whether you are putting up a social media ad or inviting clients to an offline event to play around with the installation, you should be able to collect the reach of these ads and responses numerically. The collection of this data is more straightforward in digital marketing and acts as an asset for future marketing purposes. It helps to know which audience you can narrow how, how effective your copy was and which strategy worked well or failed in the past.

2. Targeted/Focused

Every digital or online marketing strategy is targeted, meaning it focuses on a specific audience group. The data collected helps the marketers to target specific age demographics. For instance, a vegan cosmetics brand would target a female audience between the ages of 16 to 45, previously known to search for vegan brands and a particular region if the company only delivers in certain areas. It also helps gain numerical of the number of times the ad is viewed and determine the strategy that works well. The aim should be to deliver a meaningful message and enhance user and brand engagement.

3. Multi-channel:

A digital marketing strategy needs to be used on multi-channels. Not all of the audience uses all of the platforms, or may be they act selectively active on some. The goal is to reach the prospective buyer through various modes of online communication. Your target audience would use a variety of devices and media to access information. For this, the communication method should be easier and simpler to navigate through.

4. Adaptability

Digital marketing demands flexibility and adaptability to the changing technological, customer, and media requirements. The campaign is supposed to adapt to the evolving situations of the target audience. Customers would be served and communicated within a timely manner.

5. Segmentation

The behaviour in terms of choices and preferences in social media is explored in Digital marketing, which focuses on a more precise approach. The advertisement is provided to select segments based on specific demographic characteristics of the audience. With just a few clicks, a firm or organisation can sell its products or services all over the world. A PPC ad campaign, for example, can simply target a certain city, state or country anywhere around the world.

Tools for digital marketing:

1. Social Media

This one is the most powerful one as we all know that Social media is the collection of communication, interactions, and collaboration. Apps and Websites will dedicate the social networking blogging, and many more are there. This technique supports the understanding of your brand and content on your social media channels; it will drive traffic and generates directions for your company.

Some important digital marketing tools of Social media:

- **Facebook:** As we all know, Facebook is one of the popular and top levels of the social network. Facebook allows users to create their own profile on the site from that you can connect with your friends and family, and the important point is that you can share and upload the photo and video with your friend, family, and colleagues with just one click.
- **Twitter:** This is another popular and powerful network. Twitter is a microblogging service that is free for registered members. We can also say that Twitter Tweets are the most powerful in the world. In Twitter, we can follow any registered twitter member to see their tweets using multiple platforms.
- **Google Plus:** Google plus is also one of the famous networks which Google manages. To Join with Google plus, first of all, we need an account on Google. When you first sign up, some groups, including Friends and colleagues, have been set up by Google. You can add your own as well. In this, you can share images and links with your friends and relatives.
- **LinkedIn:** This one is famous for business purposes. This LinkedIn network is specifically designed for business uses. The purpose of the site is to allow registered members to set up and document network-aware from trusted networks of people.
- **Instagram:** According to the search, about 850 mill users are active, with a 1.8 billion like have been given to post. There are also a lot of influencers with a lot of supporters on the site. And you can also become an important brand with the correct strategy. To keep applicable to the present supporters, you must post the correct kind of data and also add fresh ones.

2. SEO

SEO stands for Search Engine Optimization. SEO is a technique to get traffic for the website. This is one of the best parts of Digital marketing tools. From this, you can drive more traffic to the sites. This is the way to rank your website in search engine scores, thereby improving the percentage of organic traffic. The organization uses the SEO technique to grow their business over the world wide web. In order to create qualified traffic to your website, there are several methods to approach SEO.

1. ON page SEO

In this, you can answer reader questions by searching for keywords for your search volume and greater on the SERPs, resulting in the search results pages.

2. OFF Page SEO

This type of SEO is to Optimize your websites; managing backlinks out-links the number of publishers that you know. You can get backlinks that you want to transfer your website up to the correct SERPs by networking with other editors, writing your articles on these websites, connecting them to your website, and giving external attention.

3. Technical SEO

This kind of SEO focuses on the backend of your website and also focuses on how a website is built. Technical SEO means compression of the website's image structure and CSS file optimization; this is all the most important factor of SEO ranking.

3. Affiliate Marketing

Affiliate marketing has become one of the oldest ways of digital marketing tools where you refer somebody to an online product. If that person buys that product, you will get a commission based on that recommendation. The advertisements in affiliate programs are connected to websites of companies and are referred to as affiliate links. Affiliates usually have to apply for affiliate programs, while most affiliate programs have no price to join. Affiliates decide which banners or advertisements they will place on their websites within their affiliate programs. They will also agree to membership programs with the highest Commission structure for merchants, although the structure is not usually considered very paying or beneficial.

4. PPC

PPC means Pay Per Click. In this model of marketing, the owner pays money as per click. The most important PPC ad format appears on the search results pages of search engines like Google or Bing. Most,

but not all, PPC ads appear in the search results. There are three major types of marketing ads PPC.

- **Text Ads:** Text Ads mean written content by the owner of the site. Format and character depend on the PPC platform on which you are working. Text advertisements are most frequently initiated through the Search Network when consumers search within your PPC campaign on Google or Bing for a keyword.
- **Display Ads:** this type of ad is in the form of an image or GIF. PPC platforms offering display advertising often have size, and advertisers need to comply with content requirements when creating their visual creative.
- **Shopping Ads:** Typically, a shopping advertisement is provided after a search engine or shopping engine submits a query. Typically shopping advertisements contain a picture of the item, its price, and any here specifications such as size, color, dimensions, etc.

5. Landing Page Tools

- **Lead-pages:** This Leadpages tool will help to make a user-friendly landing page. It will Offer lead magnets and collect email addresses and integrate your email automation software with your pages.
- **Click-Funnels:** You don't need a hosting platform, a domain name, a high-end theme, a coding developer, email automation software or any other technical expertise to make a shopping funnel. Click-Funnels create the levels of Landing pages to collect the Email address; Product sells and many more.
- **Optimize-Press:** This Optimize-press was designed to produce comparable look and feel pages for your WordPress website. You can edit your landing pages in real-time with loads of templates and customizable components to get your content up quickly.

6. Email Automation Tools

- **Active-Campaign:** Active-Campaign is an all-in-one packet platform for your CRM software for email marketing, marketing automation, and sales. It allows you to communicate with welcome posts, trigger campaigns, follow-up sales, and more with your contacts. In addition, you can ensure that you never miss a chance with a prospective lead with multiple data-driven automation.
- **Hatch-buck:** Hatchback automates the communication of lead generation and customers. Its CRM is intended specifically for small companies to allow you to see their activity in real-time and trigger hot leads when they are prepared to purchase.
- **Hub Spot Sales:** Hub Spot Sales gives you the opportunity to see who opens your messages and when. It also pulls up the professional background, business data, and recent tweets of the contact and even allows you to schedule messages to be sent later.
- **Omniscient:** This is the bonus tool for marketing for E-commerce. You can reach your clients by email, SMS, Web Push or Facebook Messenger, depending on their behavior.

7. Visual Design Tools

- **Canva:** It will help you to design a beautiful image with the help of the Drag and drop option. Choose one of their countless different templates, or choose a pre-sized blank design for your chosen platform. Even the branding section can be customized, so you always have your choice of colors, fonts, and logos on your platform.
- **Animoto:** From this, you can create a professional video, GIF, Custom Text Visual effect, and many more things that you make from this Animoto.
- **Design Wizard:** Design Wizard is outstanding [graphic design software](#) that helps you modify pictures and videos of high quality within seconds. This tool is best suited for advertisers of social media, company owners and party planners! The tool's standard features include a custom color

palette, a free font library, and resize functionality.

- **Free Pik:** Free Pik has a collection of images, and it is free for everyone. Be aware that Freepik's resources have their own copyright (Freepik), so you will not be able to register an image containing any of our resources. This will give you millions of pictures, icons, photos, and many more. You can find the ideal stock photo for your blog or your Company logo icon without worrying about the authorship.

8. Content Curation Tool

- **Feedly:** Feedly picks up all of your favorite blogs in one location so you can quickly scroll through them. It even says how many shares an article has, helps you to explore the most famous stocks for social media sharing.
- **Buffer:** Buffer is the quick way to share anything you read. Simply download the chrome extension or application, and there are links to the device, and the social media platform of your choice will automatically add your post.
- **Snip.ly:** Snip.ly will create a call-to-action for each shared blog post and social media post. With topics, colors, logos, and more, you can personalize your connections, making it a wonderful way to boost conversions.

What is Social Media?

Social Media is a platform that lets us participate in social networking. We can share our posts on various social media platforms to improve business visibility. Today it is the best source for news updates, marketing, education, and entertainment.

Importance and Features of Social Media

The importance of social media is undebatable. It is a powerful channel of marketing – a game changer for any business. It provides us the flexibility to communicate at both personal as well as business levels.

Business owners can improve search rankings, leads, sales, and traffic using search media. This can be done at reduced marketing expenses. Besides business, it is a cool platform to connect with friends and dear ones.

1. Social media are interactive Web2.0 Internet-based applications.
2. User-generated content—such as text posts or comments, digital photos or videos, and data generated through all online interactions—is the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.

There are the following three Social Media Classification tools-

1. Social Publishing

Social publishing allows us to publish information in the content form (written text and videos).

Example: Blog, YouTube.

2. SocialNetworking

Social Networking helps us to stay connected with our friends, business partners, relatives, and customers.

Example:LinkedIn,Twitter,Facebook

3. Photo-basedSocialNetworking

Photo-based social networking is used to share photos using social networking sites.

Example:Pinterest,Snapchat,Instagram

Effective use of Social Media Platforms

Social Media Marketing includes various social media platforms to reach new customers, promote their business, create brand awareness, and increase sales.

Some most common social media platforms that we frequently used in social media marketing are given below -

1. Facebook



Daily active users - 1.45 billion

Monthlyactiveusers-2.20 billion

Facebook is the best social media marketing platform, which is founded by **Mark Zuckerberg** on February 4, 2004. It allows us to invite and connect with our friends, relatives, colleagues, and customers by sending them messages, images, audios, and videos. It also allows us to like and comment on the posts, which are shared by them.

Most of the small as well as large organizations use Facebook as a "**center**" of their social media marketing. Organizations use Facebook to promote their brand, create awareness about their product, and reach out to a wider audience. Facebook also helps the audience to see our latest content, our

working hours, write their reviews on a particular product, and also see our organization's location on a map.

There are the following advantages of using the Facebook platform for social media marketing-

- Facebook helps us to easily reach the targeted audience.
- It allows us to share budget-friendly ads to the audience.
- Using Facebook, we can learn and use a new market strategy at a low cost.
- It provides various marketing platforms.
- It allows organizations to communicate with clients.

2. Twitter



Daily active users - 145 million

Monthly active users- 320 million

Twitter is one of the most effective, popular, and fast-paced social media marketing platform created by **Jack Dorsey, Noah Glass, Biz Stone, Evan Williams**, and launched in **July 2006**. It is an **SMS- based communication** platform, which allows registered users to read and write small messages called "**tweets**." Using Twitter, marketers can easily reach hundreds and thousands of customers to share the latest news and promote their brand. The main disadvantage of using Twitter is that we can only use 280 characters for the message.

There are the following advantages of using the Twitter platform-

- It helps us to increase customer satisfaction.
- It allows us to continuously send information in the form of small messages called "tweets."
- It helps us to establish a stronger relationship with customers.
- It improves organic search engine ranking.
- It is a very efficient platform for gathering feedback from customers.

3. Instagram



Instagram

Daily active users - 500 million

Monthly active users-800 million

Instagram is maintained by **Facebook**. It is an effective tool to reach the audience and allows the marketer to share images, memes, and videos to promote their business. According to a survey, 80% of accounts follow a business on Instagram. It works flawlessly on mobile phones and tablets. Recently Instagram introduces a new feature that is shared stories every day. This feature helps marketers to easily update their customers about new products on a daily basis.

There are the following reasons to use Instagram platform-

- Instagram's Globalrank (Worldwiderank) is 5th on the internet.
- Instagram helps marketers to enhance their branding.
- It is a marketer-friendly platform.
- It helps marketers to drive traffic and grow their business.
- It helps marketers to acquire customers easily.
- On Instagram, content is available in the form of images and videos, which helps customers to understand the product in a very simple way.
- Instagram's brand engagement and visual content are ten times higher than Facebook.

4. LinkedIn



LinkedIn

No.ofregisteredusers-562million

Monthly active users - 303 million

LinkedIn is the best B2B (Business 2 Business) social media marketing platform, which was founded in 2002. It allows us to create profiles as a fresher or as a professional. It is a place that helps us to search for jobs, stay connected with professionals, recruit new employees, and discuss business ideas with experienced employees to promote our business. A company profile on LinkedIn not only helps us to generate the local leads but also helps us to draw global leads.

There are the following reasons which make LinkedIn as a very effective platform for social media marketing -

- It provides an opportunity to stay updated about new technologies.
- It helps us to display and update our resume to search for new job opportunities.
- It is a free platform that mainly focused on career development.
- It helps to build and promote business brands.
- It is used to generate more leads.

5. Pinterest



Pinterest

Monthly active users-320 million

Daily active users - 120million

Pinterest is a combination of the two words "Pin" (Thumbtack) and "Interest" (Interesting). It is quite different from all other social media marketing platforms. It is an image-pinning website introduced in 2009. Currently, Pinterest becomes one of the largest visual social networks to share and discover ideas, images, recipes, videos, new brands, infographics, and more.

There are the following reasons to use Pinterest for social media marketing -

- Pinterest is the fastest-growing platform for online content distribution.
- It is mostly used to create brand awareness and increase website leads.

- Its user-friendly platform allows us to create a visual profile for business and publish news.
- Its visual-heavy social network helps us to build more traffic on our website at a low cost.
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6. YouTube



No. of daily active users - 1 billion

No. of monthly active users-2 billion

YouTube is an excellent **free video-sharing platform** for social media marketing. It was created in **2005**. YouTube helps us to create and upload our videos on the valuable content and deliver it to the audience in the form of tutorials. YouTube is like a platform where we can show our talent to attract the audience. In YouTube, content mainly available in the form of Podcasts, Infographics, Presentations, and video series.

There are the following advantages of YouTube in social media marketing -

- YouTube is the 2nd largest search engine and the 3rd most visited website.
- It is the best and easiest way to learn new technologies.
- It helps us to promote and sell our products world wide.
- It is completely free to use and helps to acquire qualified traffic.
- It will expose you to connect with a huge audience.

7. Snapchat



No. of daily active users - 210 million

No. of monthly active users -360 million

Snapchat is a great platform for adults. It is free to download. It allows us to create a new type of social media on a network. Snapchat mobile app is used to share photos, videos, and doubles as messaging services for users. It is most known due to the fact that messages and content disappear on it. Users can either send the content directly to another user or upload this content as their "story," which is viewable to users till the next 24 hours.

There are the following reasons to use Snapchat in social media marketing -

- It allows us to share and collect snaps from specific events to create stories on the social media platform.
- It is used to add a filter on photos to make them more attractive.
- It allows customers to interact with other experienced customers to know about the pros and cons of a product.
- Using Snapchat, customers can directly communicate with companies.
- It is a user-friendly platform for new comers.

8. Google+



No. of registered users -2billion

No. of monthly active users -395 million

Google+ was a powerful social media marketing tool, which was developed by **Google**. It helped us to improve our local search visibility, build relationships with customers, and other businesses.

There are the following advantages of using Google+ in social media marketing -

- Google+ allows us to follow other people.
- It allows us to share information, images to target customers.
- It helps us to find other people with similar interests.

9. Starbucks



No. of daily active users - 10 million

No. of monthly active users-19million

Starbucks is one of the engaging brand on Facebook. The main objective of introducing Starbucks is that it helps to build an online community of loyal fans and engage with them.

Recently, Starbucks introduced a strategy to launch new variants of its existing products based on consumer's suggestions on their Facebook page, so customers not only enjoy the clicks-ins, photographs put by marketers but can also enjoy live audiences on Facebook.

10. TikTok



No. of daily active users - 150 million

No. of monthly active users-300million

TikTok is one of the best social media marketing platforms launched in 2018. It is a popular video streaming and sharing app which allows us to create and share a 15-second video on a particular topic.

There are the following reasons to use TikTok for social media marketing-

- It targets a huge audience in the easiest way.
- It creates better user engagement.
- It allows us to create a small video and share it with their followers to get more likes and

comments to grow our business.

- Recently,Tiktok launches its own advertising platform to advertise business usingTiktok ads.Now, Tiktok advertisement becomes the best platform for producing and launching new products as well as services.

Advantages and Disadvantages of Social Media

Pros of Social Media	Cons of Social Media
A Place for Noble Causes and Practices	Cyber bullying
Use of Social Media for Promotion and Advertising	Hacking on Social Media
People Can Connect Through Social Media	Reduces Face-to-face Communication Skills
Good Source of Up-to-Date Information	Fake News
Social Media Is Beneficial to Education	People's Addiction to Social Media
Use Social MediaTo DriveTrafficTo Your Website	Social Media Is Harmful to One's Health
Assists in the Formation of People's Communities	SpendingTime on Social Media is a Waste of Time
Social Media Can Reach Large Audiences	Social Media Causes Sleep Issues
Government Benefits from Social Media	Social Media Cause Depression and Loneliness
Entertainment with Social Media	Social Media Causes Distraction

Advantages:

1. A Place for Noble Causes and Practices

Social media plays a critical role in assisting individuals. There are numerous communities dedicated to social work on social media, and people can join these communities and talk about their problems with them.

People in the communities can assist them and provide them with the best possible counsel and financial assistance.

Other types of government-sponsored communities undertake social work, assist individuals, and resolve societal concerns.

Most people use social media to help others and do charitable work. By doing so, they may assist people in solving difficulties and making their lives comfortable and happier.

2. Use of Social Media for Promotion and Advertising

Social media is beneficial for promotion and advertising. Because the entire world is connected and uses social media, people may share their business products and services with the whole world.

Both online and non-online businesses require promotions and advertisements to promote their products and services to the general public.

You can freely promote your product with individuals in groups on social media. Others can use social media to promote their products and reach out to people interested in what they have to offer.

3. People Can Connect Through Social Media

The true beauty and best advantage of social media are that it allows people to connect. With the help of social media, you may connect with the people you desire from anywhere in the world. Social networking platforms give you the ability to communicate with individuals all over the world.

You may make friends from anywhere or follow someone on social media. Others might also use social media to follow and contact you.

Social networking is the most refined platform for exchanging ideas with individuals who share your interests.

Most users use social media platforms such as Facebook, Instagram, and WhatsApp to quickly communicate with their friends, coworkers, and family members.

4. Social Media is a Good Source of Up-to-Date Information

Social media is also a great place to receive the most up-to-date information and news.

People used to wait for daily newspapers to acquire the latest news and updates from world wide before using social media.

People no longer have to wait for a daily newspaper or a television news cast. They may simply obtain the most up-to-date information and updates on current events world wide by going on social media.

Social media allows people to share and produce information.

5. Social Media Is Beneficial to Education

Social media is beneficial to education. You can learn from others on social media, and it delivers the best learning chances ever.

Students primarily used social media to communicate with their friends and classmates and debate educational matters with one another.

70% of students use social media to discuss school tests and assignments with their friends and peers.

6. Use Social Media To Drive Traffic To Your Website

The most significant way to drive traffic to your website is to use social media.

It lets you publish on your timeline, bio, or in a group with a link to your websites, directing visitors to them. To generate visitors to their websites, most internet businesses and bloggers use social networking.

Visitors to your websites can read about your products and services and learn more about them.

7. Social Media Assists in the Formation of People's Communities

Social media plays a critical role in the formation of communities. The majority of people use social media to create groups of people who share common interests.

People also form communities based on shared interests, religions, and beliefs. You can talk about anything relevant to your interest with other individuals in the community and groups who share your interests.

You can completely participate in talks with them. You can discover a lot more about your interests, beliefs, and religions this way.

8. Social Media Can Reach Large Audiences:

One of the best and most valuable advantages of social media is swiftly reaching a large audience. Social networking allows you to promote your brand to a broad audiences simply.

There are millions of people who are interested in your business and goods who use social media. With the help of social media, you may contact them.

On social media, you have the option of creating social media adverts to promote your business and product to a broader audience.

9. Government Benefits from Social Media

The government benefits from social media as well.

It may be a reliable means for the government to communicate with the public and a communication and entertainment medium.

The use of social media reduces the amount of money spent by the government on crime-fighting. By using social media, companies can quickly monitor what people are doing.

Because the general population widely uses social media platforms, the government can use them to raise public awareness.

10. Entertainment with Social Media

Social media is a new form of entertainment, and the majority of people use social media to pass the time.

Humans are social beings. They desire to communicate with other individuals and initiate conversations about various topics with people from different regions.

People often spend 40 to 60 minutes on various social media networks. They can exchange images, comments, posts, videos, and other media with others.

Disadvantages of Social Media

1. Cyberbullying

One of the worst aspects of social media is cyber bullying, which is one of the top disadvantages of social media.

Bullying that takes place on social media platforms is known as cyberbullying. The majority of people use false social media accounts to tease others.

They are untraceable and can do anything they want. They bully others by sending them derogatory photographs and videos, as well as mocking them.

Bullying is made much easier by the use of social media. Cyber bullying primarily affects teenagers and children.

2. Hacking on Social Media

Hacking is a prohibited action, and it is the act of gaining access to another person's personal and limited information.

In my research and study on the pros and cons of Social Media, I discovered that hackers target the youngest youth and children.

Several people's personal Facebook, WhatsApp, and Twitter accounts were hacked in January 2019.

Typically, hackers hijack people's accounts and then blackmail them by revealing their personal information on social media.

3. Reduces Face-to-face Communication Skills

Now a days, social media is the most prevalent form of communication. The majority of people use social media to communicate with others.

One of the worst aspects of social media is that it reduces the ability to communicate face to face. Everyone used social media to interact with others, and as a result, they gradually lost their ability to communicate face to face.

Only keyboard or voice communications are used to communicate on social media. People who communicated over social media did not learn how to share face to face, and face-to-face communication became extremely difficult for them. This also increases the chances of being affected by bipolar and other mental sufferings.

4. Fake News

Fake News Spreads Rapidly on Social Media. This is definitely another demerit of social media now a days.

People create false social media posts and share them with others world wide, spreading them to groups.

Social media plays a significant role in the dissemination of fake news. Anyone can manufacture fake news on a hot topic and post it on social media networks without any verification.

Other people can also share and pass it on to other people and groups, spreading fake news around the globe.

5. People's Addiction to Social Media

One of the worst aspects of social media is the ability to become addicted to it, and this is a severe disadvantage of social media in the world is facing.

People who use social media excessively develop a significant addiction to it. Addiction to social media has affected the majority of teens.

People were cut off from society and the natural world when social media was introduced. They didn't want to see what was going on in the real world around them.

6. Social Media Is Harmful to One's Health

Social media also harm people's health.

Excessive usage of social media platforms has been linked to a variety of health issues in people.

Users who are addicted to social media become sedentary and gain weight. They disliked going for a walk outside or participating in activities and exercise games.

They are constantly on social media.

7. Spending Time on Social Media is a Waste of Time

The majority of people use social media platforms to unwind and kill time.

In my extensive research on the Advantages and Disadvantages of Social Media, I discovered that it is the most time-consuming activity for people.

The majority of those affected are youths and students. They only used social media to scroll through the news feed and share photos and videos.

8. Social Media Causes Sleep Issues

Excessive usage of social media platforms causes sleep problems for the majority of social media users.

Social media is highly addictive. People use social media extensively at all hours of the day and night. Excessive use of social media damages the sleeping cells in the human body, resulting in sleep disturbances.

9. Social Media Causes Depression and Loneliness

People who spend too much time on social media get depressed and lonely.

Our lives have become increasingly reliant on social media, and people now a days use social media as their primary mode of communication.

The majority of people become addicted to social media. They are constantly occupied with social media users, which causes them to become depressed.

We may have a headache, depression, or anxiety due to our excessive usage of social media.

10. Social Media Causes Distraction

People are diverted from their life goals and objectives by social media.

The use of social media is steadily expanding. People use social media in more significant numbers. However, they are unaware that social media was diverting their attention away from their objectives.

The majority of pupils are distracted by social media. They utilize social media for fun and pleasure, and they are constantly browsing through the news feed, wasting their time.

Social media distraction has a significant impact on people's futures and professional prospects.