Social Media and You

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Social media are interactive internet-based applications that are used to connect people all around the world. However, as every picture has two sides, so as social media has its pros and cons. The paper will briefly summarize the advantages and disadvantages of social media, its credibility, and my experience with it.

**Advantages and disadvantages of easily obtainable information**

 Due to the tremendous increase in the use of digital media, it is very easy to access the information regarding anything. This accessibility of information has its pros and cons. While talking about the advantages, easily obtainable information is convenient as people as they remain up to date about the current happenings around them. Also, to complete tasks related to course work, all the information is available on different sites. Many companies use social media accounts of their clients to get information about them so that they can cater to them according to their interests (Kaplan & Haenlein, 2010).

 In contrast, easily accessible information is a major concern. Specifically, when it comes to social media sites, the information shared by the people should remain confidential, and no third party should be allowed to access as this information can be sensitive and leaking it out open for public is against moral and social norms.

**Advantages and disadvantages of social media**

Social media sites are popular among people of all age groups. These sites not only provide entrainment but have multiple advantages. People all around the world are connected with their loved ones using these sites regardless of the geographical differences, thus reducing the overall communication cost. These sites can be used by many companies to market their products. There are many people known as the social media influencers that sell different products using these sites. People are using these sites to make their careers and earn living through it.

In spite of all the advantages, social media has many disadvantages as well. The first and the foremost con of these sites is privacy threat. Many users can stalk other users without raising any suspicion using Facebook or Instagram. Also, the reputation of any company or a person can be destroyed within seconds through allegations against them on social media (Etter & Colleoni, 2019). Additionally, bullying culture is very common on social media leading to severe depression and mental disorders.

**Social media and me**

Learning about the advantages and disadvantages of social media the first thing that I will ensure is to not post my personal information on any of the social media sites, whether it be Facebook, Instagram or Twitter. As this information, when leaked online can cause so much damage to the overall reputation. Secondly, while talking about the career, the information from social media sites can be used to know about different job opportunities related to my field. The review section of a particular site on Facebook will help me check the credibility of the information posted. I can also follow motivational speakers and career counselors on these sites that will further help me boost up my career. There is a feature on every social media application in which I can create my page where I can share details about my career and motivate others.

**The credibility of information on social media**

The authenticity of the information provided is another issue on social media sites. In past, people used to rely on information provided by the newspapers. Before publishing any story or report the source of the news was cross-checked to ensure reliability and validity. Today due to an increase in the use of social media sites, people fall easily in the trap of fake news. Despite all these, social media is still the biggest tool for providing a lot of information. Many jobs are posted on these sites, information regarding different restaurants and places are posted and updated regularly. The reviews feature on these sites is another way to check the credibility of the information provided in different blogs posted on social media regarding different places and businesses (Allcott & Yu, 2019).

**References**

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