Unit 1 Journal

Nowadays, with rapid technological advancements, globalization has changed the mentality, perception and the ways people trade, interact and communicate (“Social media and globalization,” n.d.). Today, social media is playing a key role in driving globalization. It has brought people closer to an unbelievably astounding level. By using social media for trade and business, organizations can consider the whole world as stakeholders.

To run any business in the world, the target audience is required, and it is of utmost importance for any business to engage it at all costs to earn success. It has been observed that there is a record-breaking audience online on social media platforms than any other platform on internet. Importance of running marketing campaigns and online businesses has been elevating day by day because almost entire target audience is available on such platforms.

Since its emergence, social media has been providing people the knowledge and understanding of numerous cultures, languages, societies, and economies. There is no better platform than social media to establish a remarkable communication with the target audience and to run marketing strategies for business. The rate of customers and interested parties responding actively is higher on social media than any other platform.

It has provided people the global awareness to trade and interact. Moreover, it has been giving golden opportunities for starters to extend their business and reach out to people internationally. Popular social media platforms like; Facebook, Twitter, and Instagram are the source of blossoming economy for anyone who wants to start up a business and magnetize audience towards it. When engaging ads appear on the user’s screen while scrolling down on these platforms, people get easily impressed by the virtual designs and presentation of the products. Now because of these platforms, people have started finding it more comfortable to place their order for shopping even worldwide than to visit their local market and search their required product physically. This makes sense why social media is playing an unquestionable key role in globalization.

**References**

Social media and globalization. (n.d.). Retrieved January 5, 2019, from https://www.slideshare.net/VISHUKUSHWAHA1/social-media-and-globalization