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**Is Digital devices Good for Our Society?**

Social networking can be defined as the use of websites such as Twitter, Facebook, and LinkedIn among other online platforms with the aim of promoting communication among other uses. Social network has been viewed by many people to be of great importance to the society as people across the globe are able to connect, share ideas and become friends all thanks to these social media platforms. On these platforms, users get an opportunity to develop biographical profiles that help them meet people who are using the same platform. Some people in the society argue that the threat of online network does outweigh the advantages and as seen in this discussion, this is clearly not the case as it is the other way around.

Social networking sites have been known to allow people communicate and still remain in contact with their friends. It also becomes easier to meet new people and make new friends, with the help of these sites, the society gets an opportunity to look for people with similar interests with whom they can establish a relationship with and known each other more. Moreover, groups can be created and joined to meet people who have similar views and opinions. The society has had an opportunity of using creative expression through using tools such as messaging to post stories and views and all this is able through social networking. It becomes easier for people within the society to share poems, hobbies, photos, stories, opinions among other things through the various platforms present. It has become easier to send invitations to a number of people at once instead of the old means of communication such as using the mail.

Not only is social networking used to talk to friends but also can also be used to discuss educational topics. Hampton argue that social networking does increase an individual’s quality of life and helps reduce health risks. Imagine a society where every individual whose risk of acquiring disease is reduced and the quality of life increased can be productive. For a society to be productive it requires individuals who are on their right mind and healthy and this can be achieved through social networking. Many people in the society have commented on how social networking does impact them positively and this has resulted in schools using it as an educational tool for quality education. the usage of social networking does aid in improving technological skills of students as it assist with communication skills, expose pupils to diverse views about various topics and also allow people from all parts of the world learn of various cultures. With the help of social networking, students are able to discuss homework topics with their fellow students online and this helps in doing assignments as well as sharing ideas regarding the topic. Hampton (2011) says, “…….. nearly sixty percent of pupils who use social networks do talk about education and fifty percent of these students precisely talk about school work assignments..”. Such students get to posses extraordinary set of skills such as creativity, technology proficiency, communication and leadership skills that make them survive the 21st century. Despite using social networking as an education tool, the society hopes that the schools will guarantee safety. Education is one of the key element that develops a society and without it the society cannot truly claim to grow and this is why it is important for the society that every advantage is taken to ensure education prevails.

With the introduction of modern technology, the business world has drastically changed for the better. Arguably, the biggest difference has been felt in the communication department. Even something as recent as the use of the fax machine is becoming extinct. In reality, fax machines are still used, but their operations are routed through a computer system. That said, it is, therefore, important to maintain communication with our customers through the devices they mostly prefer (Hampton, 2011). Social media wasn’t initially meant for use in the business world, but one cannot ignore the number of people who are continuously turning to platforms such as Twitter, Facebook, YouTube, and Instagram, among others to communicate and market their products. Not only does the social media presents a formidable avenue for advertisement, but also provides alternative practical means by which businesses can keep in touch with their platform.

Earned Social Media entails strategies that get people to share your information with existing and potential customers. In essence, social media marketing does not necessary insinuate that if a person makes a post they are bound to achieve immediate results. On the contrary, the use of social media for business is something that is achieved over time. Moreover, people are becoming more acquainted with modern means of communication thereby disregarding more antique methods such as the telephone. In any case, the phone is an essential part of the communication process and must therefore be present regardless of how much the situation is archaic. That said, it is possible to create a united communication system by integrating the social media to the call center so as to provide seamless customer service. Agents are also brought together via texts messaging and emails. In essence, the future is here and all we need to do is consider our options to stay in contact with our customers.

Adoption of social media in one’s business is accompanied by a couple of advantages. To begin with, the method of marketing applied is cost-friendly due to free access, free profile creation, and free postage of information. There is little or no effort needed to invest in social media marketing. In fact, customers are able to follow you by just reading and clicking on your advertisements. This in turn leads to a viral communication where information from one post can be spread farther through the network thereby reaching lots of people within a short time.

Moreover, Social networking sites are platforms that enable people to create profiles, either for business or other reasons. The sites provide a platform where users can interact using provided social media tools. Initially, these networks were made for socializing with family and friends. Over time the networks have become an essential professional tool, especially in the area of recruitment (Tapscott, 2009). The social networking sites can be used as a marketing tool. For instance, a job seeker can use the platform to market themselves to potential employers. At the same time the employers can use the platform to market their organizations or reach a specific audience. Companies can also use social networking sites as a screening tool by using information available on these sites to get a detailed image of a potential employee to compliment information job candidates and also get information about the employee not available through traditional recruitment methods.

Just like anything else, social networking does has its own share of advantages and disadvantages though the benefits surpass the disadvantages as seen in the discussion above. As time passes, these sites continue advancing and changing with the aim of fixing any negative problems. Social networking is a valuable tool that if used properly can be used to meet new people, quality of life increased, quality of education increases and business expand. The society does benefit a lot from social networking and would never ask for anything more as the benefits surpass the negative impacts.

Reference

Hampton, K., Goulet, L. S., Rainie, L., & Purcell, K. (2011). Social networking sites and our lives. *Pew Internet & American Life Project*, *16*, 1-85.

Tapscott, D. (2009). *Grown up digital* (Vol. 361). New York: McGraw Hill.