The Use of Social Media

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**Introduction**

Social Networking and Social media appear to play a significant role in the lives of people all over the world. There is always a debate about whether social media is increasing or decreasing our communication skills. I found it very easy and fun to chat with my cyber friends sitting behind a screen, but I am also aware of the fact that it can decrease my verbal communication skills to some extent. In this essay, I will emphasize on the effects of social media on communication skills. I will focus on and explore how social networking and media weaken or strengthen communication. Communication is explained that as the act or an example of connecting; the conveying or exchange of information, feelings or ideas. The transfer of meaning or information from one person to another person or group is also called communication. It is also an integral part of the life of everyone. The internet has a huge effect on the lives of people. The internet is a continuous source of entertainment, education, and news for people all over the world for more than 25 years. However, the most innovative technology of the internet, social media, achieves its popularity and fame only ten years ago. The social sites like Twitter, Facebook, YouTube, and other identical services are becoming the most favorite and visited sites on the internet. These social sites are helping and allowing me to share pictures, videos, information, ideas, links and messages with other social websites users. These services in the form of a combination of approachability, effortlessness, and spontaneous design promote my constructive communal conduct by boosting interaction amongst my relatives and friends.

**Discussion**

The use of social media is a rising trend in the world. I can demonstrate my communication skills through social media. Social media platforms are used by religious organizations, students, businesses and parents. A device that transfers any message like light or sound waves, signals of a mobile phone, screens, pieces of paper, television and radio signals and a number of other messages is called a transmission device. Much of personal stuff of mine like computer and smartphone are used as transmission devices for social media. I am more interested in examining the role of social media in communication skills as I daily use the social sites and I observed that it is a growing and alarming trend. I have found that I continuously check my Facebook and other social media account without thinking about them. I have also observed that some of the friends using these social sites post each and everything on their profile. They post about their food, vacation point and almost every chore of the day. The social network sites of my friends, like Facebook and Twitter, seem to be their first priority. They discuss the tweets from various celebrities. Moreover, I found the link between Twitter and Facebook at the bottom of every commercial and campaign.

I have found that social media has lessened my verbal communication as I like to communicate with people more on texting and messaging. I gave preference to have my conversation on the computer rather than on my phone because of the development and improvement of social communicating sites like Skype and messenger. With the rising development and expansion of social media websites, I can also use these social sites for business purposes in future as there are a lot of examples that companies are using these platforms for the purpose of commerce and trade. Using these social sites for business purpose in the future, I would have access to the millions of social media users, and I can advertise my business and product using these social sites. It would help increase traffic at my business site. The use of social media changes my dominion of communication variation. The advancement in social media channels changes the way I communicate with my friends on a daily basis. It has made my communication quicker and efficient. The social media also helps me keeping the record of important events like birthdays of my friends as these sites give notification and a reminder of events on a daily basis. If I am away and unable to meet my friend on his / her big day like a birthday, I'll send him or her a greeting message by typing on his or her profile. In this way, I would need to send any greeting card or make any other formal call. It would feel good to me to receive a greeting from my friend online. It would fill my heart with joy and happiness. In this modern world, people of all ages use social media. Twitter is the most popular social media platform used by celebrities. I also follow many celebrities and watch their stories and tweets.

I believed that a social site has helped businesses, churches, social organization, and individuals to reach the audiences that have been not possible without these sites. The former President of Obama also uses Twitter to keep its citizens up to date with all of the information and important news. The famous social media site Facebook also lets me to have applications and make groups. In this way, I can have as several friends as I desire. Doing this also helps me in getting connect with individuals, playing online games, and make further cyber friends. One entity it defies is the protection and security from pedophiles. There is an utmost need of a report button in order to report the abusive and abusive users. It also has societal bookmarking sites that permit me to keep my favorite social sites in one single place. Additional delightful feature, friend finder, only used by social website Facebook also helps me a lot in finding my friends who are also using this social site. This feature also allows me to connect with my old friends.

There are a few negative effects of social media that have an impact on children. In the early time of these social sites, few of my children have experienced cyberbullying, abusing and unwanted exposure they experience using these sites. There are a lot of examples where kids and children committed suicide as an outcome of the negative effects that had been posted about them on these social sites. Parental controls on these social sites are already available to block the explicit content and unwanted exposure which is inappropriate for certain users like children.

**Conclusion**

With the development and evolution of social media sites, there are certain advantages and drawbacks of social media. The actual problem is whether the advantages of these sites outshined the drawbacks. I consider that the advantages of social networking sites are accommodating the world in communication. As everything had advantages as well as disadvantage, the major disadvantage of social media that I have discovered that and it has been used for such things for which it was not initially anticipated. The capability of accessing social networking sites via tablets, computers, and cell phones allows me to have access at any time through the entire day. The expediency and affluence of access result in addiction to social platforms and network. There are few social media users who like to post everything on their social profile. It can be dangerous to post every information online. There is no universal directory on the do’s and don’ts on how to efficiently use social platforms. Secrecy and security have been turned out to be an increasing problem in social networking with the accumulation of GPS and location tracking. I recommend not posting the private information on social sites. I also do not post anything online that I want to keep confidential. By posting everything, anyone can access you within no time which is quite dangerous at sometimes.