Name

Course

Tutor

Date

**Social media presence in Newark –New Jersey**

Social media is a platform or website where people can create profiles, make them visible, and traverse relationships (Wolf, et al, 2). People use social media platforms to share information, ideas, images, and videos. Newark is a vibrant community with an active social media presence. People in my community participate actively in social media by sharing information, commenting on important community views and mobilizing members on issues touching on community development. Major social media platforms often used in my community include Twitter, Facebook, WhatsApp, and Instagram.

Many people have twitter accounts where they follow each other and share vital information about events in and out of the community. Popular community members have a larger number of followers, and they influence views and discussions. Facebook is the most popular especially among the youth in my community. Many see Facebook as a platform to freely share their ideas, feelings, photos, and videos. WhatsApp also has a great impact in my community because it enables people to create distinct groups to discuss issues and share information. Instagram also gives people especially youth a chance to share their moments through photos.

Each social media platform used in my community serves different purposes; they are used to share information, make discussions on important topics, share photos and videos, sensitize members about important issues, and mobilizing community members on community affairs. The information shared in social media in my community is usually updated, fruitful and useful to the members. The information touches on matters crucial to the members include the welfare of the community and social and economic affairs. There is no platform that I would recommend, the social media platforms discussed above are sufficient.

**Works cited**

Wolf, Maxim, Julian Sims, and Huadong Yang. "Social media? What social media?." *Annual Conference of the UK Academy for Information Systems, Oxford*. 2018.