Social Media and You

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Social media has entirely changed the way information is being transmitted to individuals. In addition, social media has brought some businesses that would have never made in its absence. It made information easily available that allows the professionals to display their work and obtain information about current trends and customers wants. Social media comes with different advantages and disadvantages. On one side it enables one to obtain and share information from the business professionals and partners and creating brand awareness (Edosomwan, Prakasan, Kouame, Watson, & Seymour, 2011). In addition, it allows getting in touch with any company through their social media profiles. Some of the demerits are the rising security issues and hacking that result in huge losses. Hackers can post the information and content that damages the reputation of the business and individuals. The reputation of business and persons are always at stake on social media. In addition to business, social media demands active management and engagement.

Social media platforms are a great tool for the cosmetologists for connecting with the audience and other beauty professionals by showcasing their work. Social media platforms such as Facebook, Instagram and Twitter can be employed to present a cosmetologist and their work to the customers, other professionals of the industry and to employers. Social media profiles allow a cosmetologist to distinguish themselves from the crowd by cultivating their own portfolio (“Social Media Networking for Cosmetologists,” 2013). Learning the advantages and disadvantages of social media is vital for its effective use in different careers. As mentioned earlier, it brings about great advantages for cosmetologists in terms of networking and building their unique portfolio. These websites allow creating a gallery of one’s skills as a cosmetologist. Social media is a platform of millions of users that make-up the potential customers of a cosmetologist and at the same time the rising issues create a dire need to be aware of hackers and scams.

Information on social media is associated with many credibility issues (Westerman, Spence, & Van Der Heide, 2014). Internet sources are not considered a valid source of information in comparison with the newspapers. Anyone can share information on social media and can promote a fake story that may go viral within no time. This makes the internet a less credible source of information.

# References

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