

Is Social Networking Good For Our Society?

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Introduction to Social Networking

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. Many people have viewed social networks as being of great importance to 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 society argue that the threat of online networks does outweigh the advantages, and as seen in this discussion, this is clearly not the case as it is the other way around (Gottfried, 2024).

Communication and Social Connection

Social networking sites have been known to allow people to 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, society gets an opportunity to look for people with similar interests with whom they can establish a relationship with and know each other more. Moreover, groups can be created and joined to meet people who have similar views and opinions. Society has had an opportunity to use creative expression through tools such as messaging to post stories and views, and all this is possible through social networking. It becomes easier for people within the society to share poems, hobbies, photos, stories, and 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 using the old means of communication, such as mail (Gottfried, 2024).

Educational and Health Benefits

Not only is social networking used to talk to friends, but it can also be used to discuss educational topics. Research reviewed by the Office of the Surgeon General (2023) shows that social media can provide benefits while also presenting meaningful risks. Imagine a society where every individual whose risk of acquiring the disease is reduced and the quality of life increased can be productive. For a society to be productive, individuals who are healthy and in their right mind are required, and this can be achieved through social networking. Many people in society have commented on how social networking impacts them positively, and this has resulted in schools using it as a tool for quality education. The usage of social networking does aid in improving the technical skills of students as it assists with communication skills, exposes pupils to diverse views about various topics, and also

allows people from all parts of the world to learn about various cultures (Makkar, 2023).

Social Networking in Education

With the help of social networking, students are able to discuss homework topics with their fellow students online, and this helps them do assignments and share ideas regarding the topic. A report argues that nearly sixty per cent of pupils who use social networks talk about education, and fifty per cent of these students talk about schoolwork assignments. Such students possess an extraordinary set of skills, such as creativity, technology proficiency, communication, and leadership skills that will help them survive in the 21st century (Makkar, 2023). Despite using social networking as an education tool, the society hopes that the schools will guarantee safety. Education is one of the key elements that develop 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.

Technology and Business Communication

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. 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 (Mardhatilah et al., 2024). Not only does social media present a formidable avenue for advertisement, but it also provides alternative practical means by which businesses can keep in touch with their platform.

Social Media Marketing Strategies

Earned Social Media entails strategies that get people to share your information with existing and potential customers. In essence, social media marketing does not necessarily 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 achieved over time. Moreover, people are becoming more acquainted with modern means of communication, 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. That said, it is possible to create a united communication system by integrating social media into the call centre so as to provide seamless customer service. Agents are also brought together via text 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 (Mardhatilah et al.,

2024).

Business Advantages of Social Networking

The 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 viral communication, where information from one post can be spread farther through the network, thereby reaching lots of people within a short time (Mardhatilah et al., 2024).

Online Communities and User Interaction

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. Social networking sites can be used as a marketing tool. For instance, job seekers can use the platform to market themselves to potential employers. At the same time, 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 complement information on job candidates and also get information about the employee not available through traditional recruitment methods (Gottfried, 2024).

Conclusion

Just like anything else, social networking does have 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 expansion. Society does benefit a lot from social networking and would never ask for anything more, as the benefits surpass the negative impacts (Gottfried, 2024; Office of the Surgeon General, 2023).

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