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**COURSE: COMMUNICATION IN ENGLISH II**

**TOPIC: THE POSITIVE IMPACT OF SOCIAL MEDIA ON YOUTHS**

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Social media refers to all applications and websites or blogs that enable people around the globe to interconnect via the internet, chat and share content, video call among other functionalities it offers to its users. Some of the common and widely used social media platforms include Facebook, Twitter, WhatsApp, Snapchat many among others.

Over the past two decades, social media have gained so much growth and fame worldwide to an extent that many researchers are now interested in learning more about these social platforms and their effects on the community. Despite the fact that almost everyone in the community is connected to at least one social media platform, the youth and teenagers are the leading and most fanatic of these social platforms.

To some individuals, the impact of social media on youths is more of negative than positive. In this paper, I aim to bring to light the positive impacts of social media specifically to the youth of this generation.

The positive impacts of social media on the youth today include making them up to date on the events happening around the globe. This is a massive impact on the youths of today as it makes them more informed and as social beings they are able to contribute positively when having conversations with their mates and elders. Everyone likes a child who is conversant with important happenings in the globe and can have conversations and well informed opinions about issues surrounding the globe.

Also, another positive impact is that it enables them network and stay connected with their fellow youths and friends without physical meetings. Especially during this pandemic, we definitely cannot connect with our friends physically as we do often but social media enable youths to communicate with their friends. This enables relationship to be maintained and nurtured. If we do not communicate with our loved ones and friends we lose the relationship that was once strong.

Social media also enables individual who live in different countries and continent to connect and interact. This helps in strengthening relationships say amongst classmates in high school or college, who after finishing school, moved to different locations around the world. It helps in maintaining bonds that would have been broken due to distance.

Additionally, youths can create pages and groups in the social media platforms based on their professions, faith among other dimensions of their lives and this leads to more connections being built and more opportunities being opened for their respective disciplines. This can lead to more employment opportunities being created for the unemployed youths.

Social media creates a platform for advertisement. Youths who are involved in businesses and want to increase their audience use social platforms like Instagram or WhatsApp to advertise their businesses. Again this encourages more business ideas and this removes the idea of you have to have a shop to have a business because more businesses are created everyday on social platforms.

Social media raises awareness in the youth regarding sensitive issues that are not discussed in many societies. It raises the consciousness of the hardships that people in different society face. It creates political and social awareness and provides the information of how to access support in case a certain situation arises.

It also serves as a gateway to exchanging information. It has become a platform for different sources for youth to improve their education. The sharing option that it provides has created a thesaurus for us from which we can extract every single bit of information no matter how rare the topic is.

Social media is an amazing platform that offers the opportunity for showcasing the talent individuals conspires. It is a platform to put our best self out there and to be recognized for the individual identity and talent we possess.

And lastly, social media has allowed us to save the majority of our time and utilize it somewhere productive. The posting on social media updates everyone within seconds. No need to glance at the newspaper every morning to get updated about current happenings.

This paper work doesn’t disagree with the facts that social media has negative impacts but it highlights the fact there can be positive and effective impacts if youths are made aware of the productive things they can do than the negative things.