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Social media; its advantages and disadvantages.

Each area of communication has its own characteristics and the knowledge of these characteristics will ultimately help establish an efficient communication pattern because all communication areas are significant in that each area contributes to its general efficiency and represents a system that operates within a broader system of destination management. Technology has had a great impact on the world and how people communicate and interact with one another.

Accessibility that one has to the internet through smart phones, tablets, computers and other mobile devices has made accessing information and connecting with people a touch away in some cases. People are communicating almost all day through texting, e-mail and the ever-expanding social media. Because it has had such a modern explosion in popularity and usage, social media has become the new norm when it comes to communicating everything from huge life events. Social media has had one of the most substantial impacts on how people communicate within the past decade.

Instagram, WhatsApp, Facebook, TikTok, Snapchat, Twitter, and similar services are becoming the most visited destinations on the internet. These websites allow users to quickly and easily share pictures, videos, links, ideas, and messages with other users; theoretically facilitating social interaction. These services, through a combination of accessibility, simplicity, and intuitive design promote positive social behaviour by encouraging interaction among friends, relatives, and co-workers; facilitating communication between individuals, and fostering a profound sense of community.

Social media is a rising trends in the world today. Communication skills are exemplified by use of social media networking. Social media networking allows for a communication outlet. Social media is being utilized by students, parents, learning organisations, businesses, and religious organizations. It is being used in many forms by many different platforms for many reasons.

There are other social sites like YouTube that give users a platform to upload and share videos. Here, users post videos of themselves for other users to view. YouTube has been a great platform for musicians and film producers as their fans can easily

access their music videos. Other social sites like Triller, Musically, TikTok have also given users the platform to post videos on their profiles. Such sites enable easy access to a variety of videos like music, sports, documentaries, and so on.

Most of the social sites have now incorporated webcams for their subscribers. Webcams enables 'friends' to have a one on one conversation while at the same time watching each other (video chatting). This communication is more private and very effective as subscribers get to see each other. There has really been an increase in communication.

With the rising growth of social media networking, businesses are turning to it as a means of advertisement. It allows businesses and organizations to reach millions of users on a platform they are using on a daily basis.

It is important to realize that as social media evolves the realm of communication changes. The technological advances added to social media changes the way we communicate with people on daily basis. It has made communication quicker and more efficient. For example, social media sites like Facebook send daily reminder of friend birthdays. Instead of picking up the phone and traditionally wishing someone birthday greetings, you can simply type your birthday greeting on their page. This has eliminated the need to make a phone call or send a greeting card. Almost everyone young and old use social media in some fashion. Twitter and Instagram is popular social platform for celebrities. The use of social media and networking has elevated communication to a higher platform. It has helped social organization, businesses, churches and individuals reach audiences in which they could not reach before.

The negative effects of social media on communication are the effect it can have on kids through cyber bullying and unwanted exposure. Younger people are using mass communication without realizing the consequences. There has been instances where young people even adults have committed suicide as the result of negative things that have been posted about them on the internet. Parental controls are available to ensure website are access that are inappropriate for certain age groups but they cannot protect young folks from what is being posted by their peers. Social media and networking is often used as an outlet and peers can post things that are potentially hurting to others.

With the emergence and growth of social media there are benefits and disadvantages to the way communication is impacted. The real question is whether the benefits surpassed the disadvantages. The benefits of social media are helpful to the world and we communicate. As with anything, there will be disadvantages and it will be used to do things that it was not originally intended.

The ability to access social platforms via laptops, tablets, and phones allows you access at all times throughout the day. The convenience and ease of access leads to social media and network addictions. Anyone who has a WhatsApp, Facebook, Twitter or Instagram account have seen the user who is logged in all the time. There are some users who post everything they are doing throughout the day, which can be dangerous because one can be tracked easily.

Facebook, WhatsApp, Instagram also lets you to make groups, have applications and have as many friends as you want – this assists you with getting in touch with people who like what you like, play games online, and make additional friends. One thing it lacks in is security from paedophiles. For example, there is no 'report button' to report users, even if they are irritating you. If your page is not private and can only be accessed by your friends, when you post your everyday activities it allows users to know your location, what you are doing and yet to do which is actually very risky because user can easily be tracked and attacked.

There is no general rulebook on the do's and don'ts on how to effectively use social media without making yourself vulnerable. Privacy has been become a rising issue in social media and networking with the addition of locations and global positioning system (GPS) tracking. Recently, platforms like Facebook has made it easier to understand and adjust your privacy settings but it is up to the user to ensure their privacy is protected.

The best way to protect your privacy is to be mindful of what you post and who can access and view what you are posting. It's highly advisable not to post anything on the social media and networking sites that you do not want broadcasting to everyone.

Communication has improved greatly by emerges and continual growth of social media. Social media has evolved communication to new heights. The ease of access and growth makes it very beneficial to everyone from pastors to politicians, young to old. As social media evolves, communication will improve and continue to soar to new heights. The positive impact on communication definitely overcomes the negative and makes it very beneficial.