

Top 10 Advantage and disadvantage of social media

You come across this word “social media” daily & most of us are using social media like Facebook, instagram, twitter, linkedin, pinterest etc. Do you know that many people thinks that social media is for making friends & for entertainment purpose but it is more than that & that’s why I am here to share with you top 10 advantages & disadvantages of social media that you must know.

Social media has become more popular nowadays & specially in youth. Even a small kid knows what social media is, you known that every coin has its two sides & if there are some advantages then disadvantages also exists.

Even people in villages & rural areas are aware of social media & they are also using it for getting daily updates & increasing their knowledge. It all has become possible due to internet availability & because of social media platforms.

In this article I am going to talk about 10 advantages and disadvantages of social media that you must know.

Before we go in more depth first let’s see what is importance of social media in people life.

Social media has a Become a part of people life. We can express & share our thoughts, daily activities by posting it on social media platforms like facebook, instagram etc.

Gone those days when people use to write letters, drums sounds, fire signal for communicating with each other from longer distance. Now it’s a digital era & people can easily communicate with each other even if they are at a very far distance & this is only possible because of social media platforms.

We can easily text, share content with the help of social media. There are also more advantages & lets see what it is. Are you exited?? So friends without wasting your valuable time let’s first talk about advantages of social media

Advantages of social media

1) You can connect with like minded people- if you are a person who likes to connect with the people just like you, means same profession & same thoughts then it is possible through social media platforms. To get you more clearly here I would like to take my example: I am currently doing blogging & I have discovered lots of new friends which are in the same profession & have very good knowledge in blogging field.

Also I have got to learn lots of thing from them & this is the power of social media platform you can find lots of people with same profession & can also connect with them. So this is the one benefit of social media.

2) You can get more engagement- social media is the best way for making new connections & also you can find lots of big communities, groups on social media. You can join various groups & can also leverage it for growing your business online.

You can share your knowledge with other people & can also learn lots of things from others through social media.

3) It helps government- Now you will ask Hey, how social media helps government?? The answer is simple, you all know that millions of people are active on social media platforms & it is the best way for the government to convey any message or for spreading awareness among the people using social media platforms.

The best example of this is corona time period. Before people were not much aware of wearing mask, hand sanitizing but social media has also helped government a lot for spreading awareness about this pandemic.

This way social media has also become a best medium for government to convey message or aware people.

4) You can build up brand through social media- many big brands are grown with the help of social media platforms. Social media has become a great way for business to directly connect with their audience online.

Many businesses are shifting online & leveraging social media for building their brand online because they know how important it is to connect with audience online.

To survive in the market every business are now building online presence to not only connect with existing audience but also to build new customers for their business & social media plays a major role in it for building brand & trust online.

Various businesses run campaign & do advertisement on social media platforms to attract & aware more people.

You must have seen lots of ads on facebook, instagram & other social media. Social media is a place where businesses can found lots of potential customers.

So through social media we can build brand & online reputation of our business.

5) You can drive traffic to your website- yes! If you have your own website or blog you can easily drive free traffic to your blog using social media. There are millions of people who are using social media from all over the world & you can easily get traffic to your blog or website without putting much effort.

You can also join various groups related to your blog niche (topic) & can share your articles in the group to get more visitors to your blog.

I have got lots of benefits of using social media & I am also able to drive free traffic from social media platforms like Facebook, instagram, twitter, pinterest etc.

There are lots of people who are also leveraging social media to drive free traffic to personal blog or website also & this is the power of social media.

6) You can get a job- Through social media we can also get a job. Yes! You have heard right, there are lots of people who have got job through social media platforms & how we can forget the one of the best platform LinkedIn.

Social media has also become a medium for both job seeker & employer who want to hire people for the suitable job.

LinkedIn is really a very great social media platform for connecting with professional peoples & lots of companies are posting job on this platform & through which you can directly apply for the job using this platform.

Not only this LinkedIn also provided helpful guides & various courses recommendation based on your profile. You can also set job notification based on your interest.

You have also seen lots of job posting on social media & it is the one of the advantage of social media platforms.

7) You can become an influencer- You have seen lots of people who have million of followers & they have that because they are influencer.

You also have seen lots of peoples funny videos also get viral on social media & they become famous through social media. This is a good opportunity for creator who wants to show some talent or share some kind of knowledge with people in a particular niche, social media has millions of users & you can utilize it for becoming an influencer.

Generally a person who has lots of followers & people like their content is known as influencer.

Influencer earns money by marketing & paid promotions.

Lots of actors & actresses earn good money through social media by paid promotion of brands' products & they can do that because they have a very large no. of audience who follow them on social media.

So this is also an advantage of social media.

8) You can share your daily life activities- people share their daily life activities on social media like if they are travelling somewhere, at gym, at work place etc.

You can post your images, videos, stories & can also text on social media platforms like Facebook, Instagram, Twitter, LinkedIn etc.

Through social media you connect with your friends, relatives & can also communicate with them easily.

You can share beautiful moments of your life with your followers, friends through social media.

9) Social media used for Entertainment: social media has also become a medium for entertainment. Many people enjoy watching comedy videos, fun, playing games etc.

As a creator you can also share your videos, Vlogs & can also know stats like how many people liked it, comments, share etc.

Watching some comedy videos, funny videos fresh your mind & this is one of the advantages of social media.

Some people nowadays also do not like to go to theater for watching movies as they can watch it on social media platforms like YouTube, Netflix etc.

10) Social media used for Collaboration – if you have a business or even working as an individual then you can collaborate with other businesses. The advantage of collaboration is that your business can get more customers & also people get to know about your business.

Collaboration in the same niche (topic) helps to get more customers for your business.

Not only businesses but also a common man can collaborate with each other & can exchange their ideas with others on social media platforms. You can get more followers, likes, engagement with people by doing collaboration.

So collaboration is also one of the advantages of social media platforms.

Now let's see disadvantages of social media platforms.

Any field has its plus & minus points & same is with the social media. There are disadvantages of social media that you must know, with the increase in technology the online cyber crimes has also increased. There are some people, who are using social media for misleading people, frauds, hacking etc.

Excess use of social media can also cause health issues, waste of time & especially in youth.

Youngsters use social media but most of them are not much aware of disadvantages of it & so let's see what are some disadvantages & negative side of social media.

1) You can receive negative feedback- many people are there on social media & lots of people also create videos, posts & put it on social media platforms but it may happen that sometimes they receive a negative feedback from various people; either it may be their haters or the people who don't like their content.

Many businesses also receive some negative feedback on social media related to their products & services but how nicely they handle such situation by behaving very politely with their customers & solve their problems also.

You may also have notice negative feedbacks on various apps on playstore, youtube videos, on social media platforms.

So this is one of the disadvantages of using social media that you can receive negative feedback from various people.

2) You can get addicted: excess use of anything can harm you & same is with social media. Especially youth are spending lot of time on social media & many of them are addicted to it.

Social media has become a part of our life & you post when anything on social media either it may be a photo, videos etc. you are very curious to know about how much like it has received, who are commenting & every second you see it again & again, this way many youth are getting addiction of social media which can affect their studies also. So you must make a balance of using social media.

3) You can get hack: As the technology is increased there are also increase in online cyber crimes like hacking. Many people social media accounts also get hack by hackers.

Hacking is an illegal activity which is done by hackers & through which they can access your personal information's.

So this is one of the worst disadvantages of social media.

4) Social media used for cyber bullying: there are some people who create fake accounts on social media & cheat with other people.

Cyber bullying is also a worst disadvantage of social media. Many people become victims of cyber bullying & they are also teased.

Due to cyber bullying teens & kids also get depressed, anxiety & stress is developed.

5) Lack of family quality time: due to spending a lot of time on social media youth are not giving more time to their family & hence they disconnect themselves with their family.

They do not spend more time with their family & due to which many relations also get affected.

Many youth are using social media with no time limit & social media has become an addiction for such youth due to which they don't spend more time with their family.

6) Social media can cause distraction- Many youth are daily active on social media platforms like Facebook, Instagram, Twitter, etc. they spend a lot of time in browsing, watching videos, playing games & it causes distraction & due to which their studies & academic performance also get down.

The students are not able to focus on their studies & it can directly affect their career also.

So distraction is also one of the disadvantages of social media.

7) It can affect your mental health- Over use of social media can also cause some serious health issues like stress, anxiety, sleeping problem, headache, eye problem etc.

Many people are active at night on social media & due to which sleep problems, health issues may occur.

Laziness is also a cause of over using social media platforms.

8) Waste of time- many youth are wasting their time on social media by watching videos, doing chats & browsing all day on social media.

Social media has become like a part of a life & even many people spend a lot of time on it for entertainment, chats, playing games.

Youth are wasting their precious time & it also directly affects their day to day activities & also studies.

So over use of social media waste the precious time of people.

9) Fraud & scams- many people are also cheated on social media. There are lots of frauds happens with people on the name of jobs.

Some of the people take money & do not provide any service or products.

Along with this there are various types of frauds & scam happens on the social media platform.

10) Privacy issue- Many people put their personal information like name, email, mobile number, which can be also stolen & can also be go in the wrong hands.

So there is a privacy issue on social media which is disadvantage of using social media

So friends, these were some advantages & disadvantages of social media & if you think this blog post is valuable then don't forget to share it with your friends.

If you use social media in a right way then you can learn lots of things from social media & not only these you can also earn through social media.

Conclusion: social media has become an important part of our life but we must use it in a limit & need to use in a right way to get more benefit from it & on the other hand we need to keep in mind about its bad effect on us also.

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Is social media helpful or harmful?

It is both if we use social media in a right way then it can benefit us but if we over use it then it can also harm us.

What is the benefit of social media??

There are lots of benefits of using social media like we can grow our business, brand awareness, communicate with each other & lots of other benefits which I have discuss in this blog post.

