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SOCIAL MEDIA HAS BROUGHT PEOPLE TOGETHER, BUT AT THE SAME TIME BROUGHT APART.

Background information

According to Vriens and van (2018), social media has both attract people together and, at the same time, push them apart. In case there could be no social media communication that could have become such tricky, people could find hard communicating with their friends and family members. Social media such as skype has enabled people to communicate even instances where they can't see each other physically. Sending messages either through emails, Facebook, WhatsApp, or any other chatting platform enables us to reach anybody in all parts of the world. Social media, at present, has become our most abundant and our biggest hindrance. Social media can able us to gain many opportunities, like getting jobs by conducting with many people and solve issues that seem not possible. We can receive posts by accessing them on the internet, and these link job seekers to employers.

On the other side, social media has some adverse effects on individuals, pushing them apart as it limits of face to face conversation, therefore, making such interactions. Vriens and van (2018), social media has also lead to increased cybercrimes has some attackers have used this platform to gain access to other personal information lick bank account and stealing from them. Social media has also brought the issue of people separating through the spreading of fake news against someone; this will separate the two parties just due to false reports been separating on social media.

Social Media Used Against Us

Checked for job applications.

According to Fuchs (2017), posting on social media can have adverse negative effects on your career life. It might cost you and your present job or job chances in the future concerning the 2018 CareerBuilder Survey. Eighty percent of the employers use social media platforms to learn about the candidates during the employment process, and over 50 percent of employers access social media to learn and get information on current workers. Consulting of social media by employers helps them to determine if the candidate is qualified to work with the company. It is good to post positive things on social media and even your strengths so that to give you a good profile and give you a glimpse to get employed by the employers. Social media posts are useful to demonstrate more on your background, which enables employers to know you better. In case your job is not impressive, like posting negative things and spreading fake news, this limits your chances of getting employed by many companies.

Discussing work on social media

From Cacciatore et al. (2018), many firms have regulations concerning the types of posts that are not allowed to be posted. The employees are barred from sharing anything about their work on social platforms that can harm the management, which can cause you getting fired from the job. Before posting any comment, it's good to contact the Human Resource manager to know if they have any policy concerning social media. It is good to avoid sharing credentials details regarding the company. There is no firm that needs a lousy PR that originates with the workers poorly tweet or Facebook post.

Posting private lives

Posting on social media leads to a lack of privacy as it stimulates theft and misuse of information and can go rise in personal attacks. Posting private causes threat to individuals, as they end up sharing their private life that is supposed to be disclosed in public. Thieves can steal from people's households as they can identify where they are just by posting their photos while on trips; therefore, thieves can access their houses. According to research, social media, especially Facebook, has caused many people to suffer 'Facebook envy'. People lose self-esteem just by comparing themselves to others on social media.

Hackers

Hackers have developed the attitude that social media is the best platform to use. Many people suffered this problem as there have been cases of complaints of being who their accounts and other personal information have been hacked. Hackers have increased in number due to the advanced use of computers, and some banks have been involved in a theft from unknown hackers and have lost a lot of cash as their systems have been hacked. Hackers get access to the computer so that to steal crucial information such as passwords and usernames or other valuable data. The hackers do this for monetary gain. Cacciatore et al. 2018)

Hacking can also cause lead to the destruction of digital information and even the computer. Hackers can destroy information so that to harm or hurt their targets. Hackers can cause damage to data due to interference from the hacking personnel. Hackers can trick people into revealing their private data, which they can use to steal from them. The consequences of hacking are dangerous as they can manipulate the devices connected to the hacked computers.

Criminals

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Social media platforms such as Snapchat and Twitter have been used by criminals to commit a crime of various forms. It has been used to contribute to crimes such as harsher punishment and revenge porn. Criminals use social media to track possible victims and their belongings. The criminals follow people on the social platform to identify their possessions by seeing what they post on the social platform, which attracts criminals to steal from them. Criminals use social media to cause threats, staking harassing, and bullying others online. Social media has become a source of crime. Social media has made crime rates increasing.

College / Pro Athletes

The increasing users of phones and social media have brought a change in the way people view societies in terms of athletes. People use platforms such as YouTube, Instagram, Facebook, and other platforms in their daily lives. These platforms have impacted sports, especially athletes, in different ways, like sports marketing and communications. The use of computers to be used in showing sports on YouTube is a positive way of how they have impacted sports by allowing many people to keep watching these sports even after the sports are over (Chanavat and Desbordes 2017).

Social media is an essential platform for sports, athletes, and fans. People can take part in games. Follow their preferred teams and athletes where they receive regular updates on sports instantaneously. Social media help an organization to build a good relationship with the public to cut cost on marketing and increases sales. Social media can be used by firms to promote conversations with the public and build a society in their mission. Thirdly, social media has enabled connection to fans; social media allows fans to and athletes to share information.

From Chanavat and Desbordes (2017), regardless of many advantages, there are many cons of social media in athletes. For example, negative information can be distributed faster than before; negative comments originating from fans can impact the performance of athletes. There is a lot of data showing that the use of social platforms in athletes require to be trained, and negative posts can impact sports firms and athletes.

Social media has influenced the communication landmark for college by ensuring there is improved teaching experience. Social media enable students and their tutors to get detailed information on their areas of study. Social media allows students to connect to their proffers by promoting online learning. Social media can combine to engage college students in job vacancies. It enables students to engage with others both inside and outside the classroom. The use of social media has limitations such as privacy concerns and encourages absenteeism from classes as they can access information on the internet, especially online learning.

Social Media and Psychological Issues

According to (Cacciatore et al. 2018), people use social media inventing and are not aware of the consequences of the psychological effects that social media can cause on them. To use Facebook as an example, I will demonstrate how it can cause psychological problems.

Facebook Depression

This type of depression occurs when one takes a long time on social media like Facebook, and they begin to experience classic signs of depression. Facebooks depression is not just fixed to Facebook but extends other social media sites that cause psychological consequences. Since Facebook is the largest site and at most causes depression. Facebook depression can cause someone to lose the job when one is addicted to social media; some

companies have policies that regulate the employees from getting in touch with social media while in the post. Many companies limit the use of social media from accessing social media websites during work. Facebook depression victims might not find working in such institutions being friendly (Cacciatore et al. 2018).

Reasons Why Small Businesses Should Have Marketing Through Social Media

From Chanavat and Desborde (2017), the majority of small enterprises are keen on the way they use to market their products. Marketing by use of social media is a very vital strategy that small enterprises can apply the use of social media to exchange their goods to reach their target customers to increase their sales. More than 95% of small businesses use social media platforms to reach their customers.

Many customers are on social media

Many customers are mostly spending time on social media. According to research carried out by Statista, indicates that many U.S. people have more than one social media platform. The study suggests that by 2022, the users of social media are predicted to increase to about three billion. Therefore with the majority of consumers using social media platforms all the time, this gives an excellent chance for small enterprises that require reaching their online customers. Have a connection with the target audience can be tranquil when one is very active on social media.

Marketing by the use of social media tends to increase brand recognition.

Marketing via social media assists in improving visibility, therefore boost recognition of the brand. According to Chanavat and Desbordes (2017), the profile of the business profiles demonstrates new chances to share the content and present the product's brand. Marking your

product by ³ use of social media leads to the attraction of many customers hence increases their interest in purchasing the marketed brand.

Various social media platforms help in reaching determined audiences.

According to Chanavat and Desbordes (2017), the use of social platforms enables businesses to target various audiences determined on the platform that the brand is active on.

⁵ Social media enables business people to invest in the channel that reaches many audiences.

⁵ Social media enables business firms to create lists of audience demographic values; the list can contain their location, interest, gender, and the brand that is mostly preferred. By knowing all these ideas, it enables business firms to choose the best social media platform use. This also assists in creating content that will keep in touch with the targeted customers by creating a conversion channel between customers and the business organization.

Social media marketing is valid in terms of cost.

Marketing by the use of social media channels assists in reducing marketing costs. Social media enables small businesses to create platforms where they can market their products by posting on their chances to make advertising that reaches the majority of the customers at a lower cost.

Marketing through social media leads to increased conversion rates.

Concerning HubSpot, ² social media has a higher lead-to-close rate compared to outbound marketing strategies. The most inputs elements about social media that leads to more conversions are the weight to bring many people into the product messaging. Because ² social media is a platform for buyers to network and socialize, products can demonstrate the human side about

their brand by light, regular conversational content, which enables every firm to display their personality.

The use of social media for marketing increases brand loyalty.

Since big firms can construct big and expensive audience loyalty programs, the small institutions have to depend on other, more affordable ways for building product loyalty. Social platforms are a reliable method to build relationships with leads and audiences, which leads to higher satisfaction and loyalty. Involving with your audience and results on social media assists the buyer to construct intact customer relationships. This may help businesses reduce competition by demonstrating to customers how your product differs and reinforcing that your firm considers and care about its audience (Chanavat and Desbordes 2017).

Consumers are more receptive to your messages when using social media to market.

Users are very active on social media platforms since the channels enable networking, connect customers and suppliers. According to research by Marketing, 90% of online people have more chances to follow a brand on social media. This will enable an increase in the sale of the brand as it attracts many customers.

When it comes to social media how much is too much

From Chanavat and Desbordes (2017), add in social media have increased recently, users spend more time on platforms such as Facebook, Twitter, YouTube, and Instagram. Excessive spending time on social media can harm mental well-being. The research demonstrates that excessive use of social media can be pathological, and this can cause a mental health problem. Exposing children on social media at a tender age will impact them by lowering their concentration levels and learning capability. On the other hand, using much time on social media

opens lines for communication an internet use and cyberspace; this helps people look for help. Marketing requires businesses to spend more time on media so that to receive more clients and help in building the brand of their goods and strengthen their conversation with the audience.

When and why social media is used against us

Media is used by companies to engage the audience, enables sales through an advertisement of goods and promotions. It is used to offer services to customers, but it is against us because it put our businesses of risks as hackers can hack our systems and steal from the company (Whaite 2018).

Social media enables us to reach our friends and family. It also allows us to get information concerning some products through the news. It is used to network with other people to look for career opportunities. It enables people to share their thoughts and feelings. But it is harmful to us has can cause addiction and even depression and can cause mental disorders when it is used so much.

According to Sajid (2016), social media is used for currency exchange, especially trading with forex on stock commodities. Forex is a new business opportunity that people use the computer to trade and earn money. Despite this venture being right, it has some disadvantages for us, mainly addictions, as the majority of the people might be spending most of the time on computers trying to trade with forex.

Would we be better without social media?

Yes, I agree that the world would be better without a social life. The cases of hackers and cyberbullying could not have been a problem as many people could have kept their life secret. Exposing our presence on social media has attracted thieves who trace us by the use of

computers, especially accessing our bank details. There could be a reduction in the posting of fake news, which can be dangerous, especially spreading fake news on politics could have been reduced. Another benefit is that the life of people could have been saved, reducing depressions and mental illness, which has caused some deaths that are related to addiction and much use of ³ social media (Lin et al. 2016).

On ^{the} other hand, the world could not have developed. There could be minimal access to information as people could not have time to read from the internet and do research. There could be low productivity and sales as companies could not have the platform that they could use to reach their customers. Some people could not have the opportunity of getting new careers as they could not access information about job advertisements.

Advantages of social media

According to Prezoto (2018), social media has both cons and pro that affect business and human beings as illustrated below,

- Social media enables us to reach our friends and business customers to share information on minimal time.
- Social media help medium and small enterprises to grow in promoting their products at a low budget that they can afford.
- It helps in the advocacy of products to increase sales.
- It enables the business to engage with their customers.

Disadvantages of social media

- It exposes the business to competitors, as marketing enables business people to study each other and learn their strategy. This exposes the business to the risk of being outdone.
- Marketing through social media takes a long time, and one cannot expect profits immediately,
- It exposes individuals to risks such as addictions that can cause depression.
- It is time-consuming as addicted people spend more time on the social network, which puts risk to many companies of being less productive.

Conclusion

Social media is useful when we use it wisely as it has enabled ⁷ people from all parts of the world to be able to communicate via platforms such as skype. ⁴ The use of social media is useful in marketing as it allows businesses to reach a broader market and fetch many customers and also minimizes cost. It should be used wisely to avoid addiction, which can cause depression.

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