

Digital Skills

Introduction

Social media allows people to interact with each other from all over the world and have a chance to explore their creativity and create content for everyone to engage with one another.

Some advantages in the usage of social media include networking for business, personal and creative purposes. Digital and social media marketing can also be used to promote businesses and services helping businesses to grow.

Disadvantages of using social media include putting yourself out there for people across the world to see you and whatever you put out on social media about yourself. You are also at risk from being stalked through social media and cyber bullied.

Main body

Social media has developed massively over time and new apps were created and became popular. Social media marketing has become one of the most popular ways of networking in businesses and promoting services. Companies have the options of being creative with eye catchy websites and making fun pages on social media apps such as tiktok and instagram and many others. Tiktok is a more modern and popular way to achieve the most engagement from people all over the net whereas a more

traditional way was websites but the growth Of social media marketing has really changed the world.

Also when customers are very happy and have had a delightful experience with a company they will promote and recommend your services to friends, family and their social media which if they have a big social media platform that can help companies a lot especially small starting out ones.

However with there being advantages there is also always disadvantages which customers who are unhappy with the services and particular experiences that they have had can bring attention to social media slandering the business and spreading hate encouraging negativity which is unpleasant for growing and advertising your business.

Brands can also work with social media influencers who have big platforms and are popular with thousands or millions of followers from all over the globe. Social media influencers make it their job to create content that attracts their followers through similar interests and new followers that look up to them and can have a lot of love and respect towards them based off how they decide to present themselves through their social media platforms.

Followers and fans are able to bond with these influencers and follow their influences for an example if an influencer is very respected by their followers if they recommend something to them or slander and speak negatively about something to them chances are their followers will feel a sense of loyalty to the people they look up to and will follow what they say. Many big social media influencers or even celebrities have had fans that

will team up to create slander and hate to other influencers and celebs that their favourite ones may have had conflict with the fans will remain loyal and defend them and their name online. This also goes for companies that are big on social media networking and brands that do everything through their online social media and that is their main source of promoting ,advertising and growing their business.

Social media also provides another source of income which depends on the amount of likes, views and engagement your content receives. This attracts more people and encourages making your platform and creating your content in this generation it can become a full time job and start new successful careers that can lead you to take off and kickstart your future. This can benefit companies and earn them extra money through their social media accounts and content and make them more successful.

Social media is a great way to branch out overall if your an Entrepreneur or on your way to grow your business and promote your services to the public , It is also a great and creative way for attracting tourists from all over the world that will travel from anywhere they are in the world to come and experience your services and can recommend to fans and people they know.

Adverts are useful to create for brand awareness they have also become a thing on social media. You can see adverts advertising companies and products and social media is good to use to target the relevant audience. Also attracting potential successful clients worldwide that could invest and investments help to grow businesses, types of successful clienteles that gain interests in investing and a root to success for the growth of businesses all

from social media marketing and successful advertising and promotions.

Conclusion

Social media overall is a great strategic way of promoting, advertising and sharing creative content to invite and encourage potential customers/clients to see and visit businesses and use services through online or in person shops that you can visit and experience in real life. The use of social media networking is also a great way for brands and businesses to make contracts abroad and with people all over the world and build relationships which can also encourage loyal clientele and therefore build investments. Networking and advertising are great ways to promote business growth.

List of References

Children having access to social media has always been a controversial topic. "Personal safety particularly that of children has long been a concern of social media users and critics", referencing from the scholarly on social media article. Is it safe for our children to have access to social media?

Is social media used to promote violence? "Terrorist groups often use social media platforms to disseminate hate and extreme violence", this was referenced from the organization for social media article.