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SOCIAL MEDIA REVOLUTIONS: THE INFLUENCE OF SECONDARY STAKEHOLDERS

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Negative Effects of Social Media

- Reduction of face-to-face communication
- Increase of cyberbullying and online harassment
- Loss of privacy and security of personal data

SOCIETY

Society defined is a group of people involved in persistent social interaction, or a large social grouping sharing the same geographical or social territory, typically subject to the same political authority and dominant cultural expectations.

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GROWING, CONNECTING, SHARING

SOCIAL MEDIA

Websites and applications that enable users to create and share content or to participate in social networking.

- GROWING
- CONNECTING
- SHARING EXPERIENCE

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POSITIVE AND NEGATIVE EFFECTS OF SOCIAL MEDIA ON SOCIETY

The objectives of the presentation is to:

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- Define social media and society
- List social media groups
- Discuss the positive impacts of social media on society
- Discuss the negative impacts of social media on society



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**Positive impacts of
social media on the
business society**

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- **Social networks help the businesses in a variety of ways**
- **Creation of employment**
- **Increased communication in society**



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I. Social networks help the businesses in a variety of ways.

- **Social media businesses can connect with their targeted customers for free, the only cost is energy and time.**
- **Through Facebook, Twitter, LinkedIn or any other social site you can lower your marketing cost to a significant level.**
- **Expansion of customer base, companies reach new passage of the corporate message on a social media channel.**
- **Customer Relationship Management is also impacted on the social media as there is opportunity to strengthen the relationship between a company and its customers.**
- **Public Relations is also impacted as**
- **company news can be conveyed to clients and customers using multiple social media channels such as Facebook, Twitter and LinkedIn.**

