I'm not a bot

The companies that are successful on social media arent tackling everything at once. Theyre picking a few strategic channels, honing in on their audiences, andabove allcreating truly great content that educates and entertains. 4.7 billion people around the world now use at least one social platform. Yes, your audience is on social media. Yes, you can use it to scale your business. And yes, you will struggle if you dont have a great social media strategy presentation.So lets build that strategy step by step.How to create a social media strategy presentationFree tool: Analyze your target audience, brand voice, content pillars and competitors. Try it now. What is a social media strategy?A social media strategy documents a business goals for social media marketing, target audience, top channels, and content categories to keep the team on track to achieve key business goals.Social media managers can use Google Docs, Notion Docs, or PowerPoint presentations to write and visualize their strategies. Templates can save a ton of time with professional formatting. Its also smart to use content collaboration software to present the content calendar portion of the strategy, and to organize work from multiple team members. What should your social media strategy presentation include?A great social media strategy should at least include these essential sections:Goals Target audience Competitor analysis Channels Content formats and categories Success metrics Budget allocation Team collaboration plan Content frequency and key timelines Below, we go into more detail on how to create, document, and share your own strategy.How to create a social media marketing strategy presentationFollow these steps and expert tips to help you craft your own strategy. Join 5,000 marketing professionals and teams who already save multiple hours every week on creating and distributing social media content. Create a free account and start publishing today. Step 1. Document your goalsWhen you know your goals for social media, you can keep the rest of your strategy on track. Some companies only care about audience growth and branding, while others expect to drive measurable sales directly from social content.The right goals for your business really depend on what you sell.If you sell a low-cost e-commerce product, you can easily gain direct sales from social platforms. But B2B companies might need to use social media to gain leads and keep in touch with their existing customers. The longer and more complex your sales cycle, the less likely youll be able to tie social media directly to revenue. Instead, you should set goals that are related to brand awareness, lead generation, community building, and customer retention. Helpful Tips:Come up with 2 - 5 goals yourself before meeting with stakeholders to get their input. This will provide a better starting point for the meeting. Make your goals as specific and measurable as possible. For example, instead of We want to grow our audience, write We want to grow our audience by 60%. Or instead of, Our goal is to increase our customer acquisition from social channels, write Our goal is to increase our social media customer acquisition from 2% of our overall acquisition to 10%.Step 2. Clarify your target audienceIts important to include descriptions of your target audience in your documented strategy so that you can craft the strategy through the lens of what your audience will really care about. The next step is to write down exactly who your target audience is. B2C companies typically use a variety of demographics and interests. For example, 30- to 50-year-old women who are interested in housekeeping, home decor, and minimalism. But B2B companies are usually better off using the jobs-to-be-done (JTBD) framework, as their target customers can come from a wide variety of age, gender, and ethnic backgrounds. JTBD teaches us to define our customers by the jobs they need to get done. For example, a chief cybersecurity officer needs to protect his organization against ransomware. Helpful Tips:Review your target audience description with all stakeholders to make sure everyone is on board. Iron out any disagreements until youve defined your audience accurately.If you have two or more target audiences, create a page or section in your strategy for each one. Later on in step 5, create a content plan for each audience and describe how you will address the needs of your different audiences.Step 3. Conduct competitive analysisWhat are your competitors doing on social media? Deep competitor analysis can make it easier to know exactly how to approach your own social media accounts. With your goals and target audience clear, youll be able to select the right competitors to analyze.You should analyze at least 3 competitors from each of these categories:Direct competitors - Companies that offer a similar solution to solve a similar problem.Indirect competitors - Companies that offer a different solution to solve a similar problem.Content competitors - Companies that compete with you for your target audiences attention on social media, even if the problems you solve are different.As with every part of your social strategy, the competitive analysis needs to be well documented. You cant just spy on your competitors without writing anything down. At the very least, you should list their channels, account handles, followings, content formats, and content pillars. Free tool: Analyze your target audience, brand voice, content pillars and competitors. Try it now. Helpful Tips:Create a Google Sheet and make a row for each competitor. Then, in your strategy presentation, create a section for your overall findings from competitor analysis. Link to the spreadsheet so stakeholders can dive into the details. SproutSocial offers a helpful competitive analysis template specifically for social media. What content gets the best engagement? How about the worst? For thorough content analysis, link to the top 10 highest-performing and top 10 lowest-performing posts for each of your competitors. Put these in your spreadsheet, so youll have inspiration 24/7.Step 4. Choose your channelsStart by listing out the distribution channels you hope to tackle, making sure to include only channels your audience is actually present on. Then, use the RICE method to choose which channels you should actually prioritize right now. With the RICE method, you give each item a score from 1 to 10 for these categories: Reach, Impact, Confidence, and Effort. (For effort, if its a low effort, you give a higher score.)Then, you tally up the scores to discover which channels to choose. For example, lets say you want to take on TikTok, but your confidence and effort scores are such that it doesnt make it into your top 3. Helpful Tips:Depending on the size of your team and budget, you will have sufficient resources to create great content and manage audience engagement. If your budget and resources are low, choose only 1 or 2 channels to start with. Once youve met some of your goals on your core channels and you have the resources needed to create content for another channel, then you can take that on next.Consider content repurposing when choosing channels. For example, you might find that you can handle Instagram, Facebook, Twitter, and LinkedIn because you are repurposing your Instagram content for the other 3 platforms. Automate posting to Facebook, Twitter (X), Linkedin, Instagram, Instagram Reels, TikTok, Pinterest and many more. Try it free! Step 5. Choose your content formats, pillars, and frequencyYour content creation strategy should make up a sizeable portion of your overall documented social media strategy. What kind of content will you create? Which formats and media types will you use? Which content pillars will you satisfy?Content formatsSocial media algorithms love native content. This means content that was truly designed for that platform, rather than trying to get people off the platform. So, you might create a Facebook post with multiple images, a LinkedIn carousel, a TikTok video, etc. Every social platform has its own content formats. Some platforms have tons of different formats. Instagram, for example, allows you to create Stories, Reels, Carousels, Feed Posts, Lives, and more. Instagram is known for copying other platforms like TikTok and Snapchat. As you can see in this example, Quickbooks uses Posts, Guides, Reels, and Stories. Now TikTok is getting in on the copycat action, having released a feature similar to BeReals quick post challenges.Should you try to keep up with every content format under the sun? Absolutely not.Try choosing just 2 to 3 content formats for each channel. This way, you can satisfy different learning styles and test the formats over time to see what works. Social media content pillarsTie your content pillars to customer concerns. What do customers ask you about? What do they want to know? The answers to these questions should guide your 3 to 6 content categories, your social media content pillars. Posting frequencyA great social media strategy covers how frequently youll post each type of content on each channel.Helpful Tips:How will your social media content play into your overall content marketing funnel? Make sure to include these details in this section of your strategy. For example, you might share your plan for promoting lead magnets to generate leads.Make sure to also include details on how you will source content in this section. Will you source user-generated content (UGC)? Will you partner with other companies?Set a fixed slot for the best times to post on each social media channel.Step 6. Determine your internal success metricsYour strategy should include the specific metrics youll collect to measure success. You might also list any benchmarks you intend to hit. Here are some examples of social media metrics:LikesCommentsRetweetsSavesPost engagement rateAccount mentionsViewsImpressionsReachLeads generated per post or campaignConversions generated per post or campaignWebsite traffic per channelAudience growth rateThe metrics you choose will depend on your strategy as well as your prowess with data collection and analytics. FYI: With StoryChief, reporting and analytics are seamlessly integrated into one powerful tool, making it easier than ever to track and optimize your content performance. Create a free account and start optimizing content today. Helpful Tips:In your strategy document, clarify what youll track for each channel. For example, for TikTok, you might clarify that youll track views, likes, comments, and saves per post, as well as audience count, audience growth rate, and website traffic for the entire channel.If youre not an expert at collecting social media metrics or attributing business results to organic channels, then include phases in your strategy. In phase 1, you might start collecting impression and engagement metrics, while in phase 2, you might start collecting conversion metrics. This way, you can focus on implementing the strategy first without worrying about doing the setup upfront. Step 7. Plan out your budgetWrite down your companys budget for social media and how you plan to spend it. Your budget can include:Hard costs like social media software or agency retainersVariable costs such as freelancer hoursThe amount you are spending on internal hires related to social mediaSome social media managers might also manage paid advertising and the costs required to boost the visibility of certain posts. If so, be sure to include that as well. If you have a separate team or department for paid advertising, then you dont need to include those costs in your budget. Helpful Tips:Its best to plan quarterly because social media is a fast-changing industry. The more results you get from social channels, the more budget youll be able to advocate for.Make sure to reserve 70%+ of your budget for content creation. A great social media presence requires top-tier content. Your remaining budget can get spread between audience engagement work, software, and other related costs.Step 8. Map out your collaboration processesYour strategy should also include a plan for content collaboration with your team. List out who will work on social media, what tasks each person will do, and what tools youll use to coordinate that work. Make sure to also clarify the process for collaboration. For example, you might create a diagram for the 5 phases of your ongoing social media work:Content planningContent creationContent reviewPublishing AnalysisThen, you can detail which people, tasks, and tools fit into which stages.Helpful Tips:Know that social media collaboration is an ongoing battle. Add a phase in your strategy to review your collaboration processes and make continuous improvements.Use content collaboration software designed to save time and streamline your efforts. You can use StoryChief to brief, assign, create, review, schedule, publish, and analyze all of your digital content, including social media, blog posts, email marketing, and more. Cureight Content Solutions faced challenges with editing and processing feedback in Google Docs before they started using StoryChief. By collaborating through StoryChief, they can conveniently store content briefs, feedback, and deadlines in a single platform. Additionally, they can publish content after approval without the need to switch between platforms.Step 9. Implement your strategy and continually improve your approachNow its time to get to work. Once your team has accepted your strategy, youll need to put the plan into motion. If youre creating content from scratch, you might need to implement new software, design templates, and create a tone of voice or brand guidelines.Helpful Tips:Add phases to your strategy document. For example, you might have a Strategy Creation: Strategy Discussion & Review: Initial Implementation: and Results Analysis & Strategy Updates. This way, you show your team members that youve scheduled time in to actually check whether or not the strategy was successful.When analyzing the results of your strategy, make sure to review everything: the channels, content formats, content pillars, posting frequencies, etc. to find opportunities to improve.7 social media marketing strategy presentation templatesWeve rounded up the very best free and affordable templates to help you create, visualize, and share your social media strategy presentation. Tip: Some templates can be mixed and matched. For example, you can add a Lucidchart diagram to your Notion doc or PowerPoint presentation, and then use StoryChief to host the content calendar aspect of your social media strategy.1. Gantts Social Media Strategy Presentation TemplateGantt is a project management software thats excellent foryou guessed itusing Gantt charts to map out tasks and project phases.Their Social Media Strategy Plan Template uses a similar approach to map out work throughout the year. You can use it to visualize your recurring processes for research, analysis, content creation, and review. While its great for organizing your tasks, its not suitable for actually documenting your strategy. So, youll likely want to use Google Docs, Google Sheets, or Notion for that. 2. Social Media Strategy Presentation Template by DesignsDukeCreativeMarket is an excellent resource for super-affordable templates. This Social Media Strategy Presentation Template by DesignsDuke costs as much as a t-shirt and is compatible with Adobe InDesign and PowerPoint. This template is great for pushing you to dig deeper in your research, helping you organize your thoughts, and of course, presenting your strategy either in person or virtually. The sections include:Market analysisAudience demographicAnalyzing the competitionGoalsTop social networksContent sharing planContent calendarCollaboratorsGuiding principlesBudgetKPI overview3. StoryChiefs Social Media Content Calendar TemplateWhen you use StoryChief to strategize and plan your social media content, you get access to our Content Calendar. This means that once you create and plan your content, it will auto-publish posts according to your schedule. You dont need to worry by copying content from Notion over to a social media scheduler.You can plan, collaborate, schedule, and measure results all in one place. Learn more about managing content collaboration with StoryChief.4. Natalie Furness Growth Marketing Strategy Template for NotionNatalie Furness is a revenue operations consultant who specializes in growth marketing. Her Growth Marketing Strategy Template for Notion is one of the most detailed marketing strategy templates weve ever seen. While its not specific to social media, you can easily use it to document your strategy for social media, plus create a single go-to document for your entire marketing strategy. It includes:SWOT analysisStrategy documentationKey growth metricsAttribution analyticsIdea boardAssetsChannelsOKR trackingCustomer journey mapsMarketing partner databaseBy following this template and filling out every detail, youll create a social media strategy that will impress stakeholders and keep efforts on track toward reaching important business goals.This video walks you through the marketing strategy template in more detail:5. Easlos Social Media Planner for NotionNotion has a template library where you can find free templates as well as ones for sale by the Notion community (at affordable prices). Easlos Social Media Planner is an excellent template for any team already using Notion. You can track your social media strategy in terms of channels, content formats, and post frequency, as well as your content calendar and upcoming tasks. And of course, you can create a separate Notion doc to outline your target audience, goals, and success metrics.6. Social Media Strategy Template by Latasha JamesLatasha James is a social media strategist and manager who teaches other marketing agency owners how to create effective social media strategies for their clients. In her Social Media Management Toolbox course, she offers a social media strategy template that covers business goals, content audits, recommended channels, posting schedules, content formats, content pillars, and examples of content ideas.You can watch this walkthrough of her Social Media Strategy Template and recreate your own version using Google Slides or Canva. 7. Lucidcharts Marketing Plan TemplateLucidchart is a popular tool for creating diagrams and flowcharts. Their Marketing Plan Template can be easily customized for your social media strategy. Add your channels, content formats, and content categories to the mind map to help you visualize your overall approach. On its own, this graphic isnt comprehensive enough. So, be sure to download the image and upload it to your overall strategy document, where you can describe why youve chosen certain channels, content formats, and content categories.Top 4 tools for creating your social media strategyWhen creating a social media strategy, you need the right tools. You can use all of these together for different purposes.1. StoryChiefStoryChief is a platform designed to help you collaborate on organic content. Content managers, social media managers, and freelancers can all work together in one place. So, rather than plan your content on one platform and schedule it on another, you can save time and never have to double up on your work.How to use it for your social media strategy:StoryChief is best used for sharing your first content calendar during the strategy process. Then, you can continue to use it for implementation and analytics.Check out this tutorial to learn how to set up your channels, integrations, and content calendar.2. CanvaCanva is a popular design tool that is an easy cloud-based alternative to professional design products like Adobe InDesign. How to use it for your social strategy:This tool is great for presenting your strategy. Create slides for all of the key sections and share the link with stakeholders, or organize a meeting to present and take feedback.3. MiroWith Miro, you can visualize or diagram anything. Consider it a visual whiteboard and design tool. You can use it to organize your thoughts and create attractive images.How to use it for your social strategy:Miro has a lot of use cases when youre fleshing out your strategy. You could use their RICE method template when prioritizing channels and then include the visual in your content funnel, or just about any other process or method. 4. Google SheetsIts hard to imagine life without Google Sheets. While not as fully featured as Microsoft Excel, this tool is a favorite among many digital workers who want to collaborate in the cloud.Its great for organizing just about any data.How to use it for your social strategy:Google Sheets is best used when analyzing your competitors. You can include information on your competitors followings and top content. Then add your key takeaways to your presentation slides.We have 20 more social media agency tools listed here: from creation to management, monitoring, and employee advocacy.Social media strategy examples [by channel]In this section, well deep-dive into example social media strategies for Instagram, Twitter, LinkedIn, TikTok and Pinterest. Additionally, if youre looking to get actionable insights into how social media algorithms work in 2025, take a look at this blog post.Instagram social media strategyBecause Instagram provides so many different types of content formats, you can really let your creativity shine. However, the accounts that are getting the fastest growth are those that post Reels regularly.Example company: ShopifyShopify is one of the largest e-commerce platforms in the world. Its used by billion-dollar brands and new startups alike.Content:Shopifys Instagram account features only a few types of content formats:Standard feed postsCarousel postsReelsThey dont do Lives. Let this be a lesson to not bite off more than you can chew!They provide really high-quality vertical videos, as you can see in this funny example:Strategy:Shopify knows how to play the social media game. They dont work too hard to educate their audience on what Shopify does. Instead, they focus on brand awareness and use viral content to drive as much traffic as possible to their Linkpop. Too many B2B brands are failing on Instagram because theyre attempting to appeal to companies instead of people. Shopify only makes human-centric content.Interestingly, Shopify also drinks its own Kool-Aid, because they sell products from its own e-commerce store that are designed for its audience, such as t-shirts that say entrepreneur on them.Twitter social media strategyTwitter is a great place to show off your funny side, and of course, share links to your great content.Example company: AdobeAdobe offers a variety of products for creatives, small businesses, and enterprise marketers. Although Adobe is a large enterprise company, they do a good job of keeping its social media content personable and informal. Content:Like many companies, Adobe uses their Twitter account to drive traffic to the free content featured on their website. But they also wisely post native content that doesnt include any links. Like this funny tweet that is relatable to designers, photographers, and other digital workers.Just one more edit two hours ago Adobe (@Adobe) November 1, 2022 Strategy:Adobe has a massive global audience. Their 800K+ Twitter followers could be made up of everyone from amateur photographers to Fortune 100 business executives. They do a good job of providing mass appeal with their Twitter content.Adobe uses their Twitter account to send traffic to the homepage of their website as well as to their free content for designers and photographers.To keep their account relatable, they focus most of the content on their small business audience. This makes sense because they can garner big business clientele through inside sales and leave social media to win over small businesses, students, and individuals. LinkedIn social media strategyLinkedIn is the best platform for reaching a professional audience. Use it to connect with small business owners and employees from organizations of all sizes. Example company: GongGong is a revenue intelligence platform. The company is known for its bold, no-nonsense branding.Content:Gong employees at all levels of the organization post regularly and garner lots of engagement. For example, this post from RVP Data Feldman shares behind-the-scenes SDR tips:Strategy:Employee advocacy is the name of Gongs game on LinkedIn. Personal accounts get far more visibility than company accounts. The team at Gong understands this and dominates LinkedIn. People from a variety of teams post regularly, including marketing, product, sales, and the c-suite.TikTok social media strategyThe TikTok algorithm shows users new content on the For You page. Creators can focus on making great content, without having to spend time commenting on other peoples posts to drive traffic back to their own accounts.Example company:Rachel PedersenRachel Pedersen is a business coach and social media strategist who trains social media managers in growing their businesses and who also helps entrepreneurs and influencers grow their reach and income through social media.Content:Her TikTok content has racked up over 19 million likes on TikTok so far. Because her audience is small business owners, she uses a more personal approach. She posts about motherhood, entrepreneurship, freelancing, mental health, and other topics that matter to her and her audience.Strategy:In her free TikTok Business Bundle, Rachel shares that her TikTok strategy looks something like this:She sells courses on growing social media accounts and on starting a business as a social media manager. Pinterest social media strategyA lot of bloggers and digital publishers use Pinterest to promote their content, making it an excellent platform for not only targeting middle-class millennial women (the biggest user segment), but also online creators.Example company: ConvertKitConvertKit is an email marketing software that is popular amongst bloggers, freelancers, course creators, coaches, and other small business owners.Content:With their Pinterest account, ConvertKit does an excellent job of targeting their small business audience. They share productivity tips, marketing advice, and useful templates and tutorials.Strategy:ConvertKit utilizes Pinterests SEO features to get views and clicks not only from their own followers but from Pinterest searches too. The account has just 4.9K followers, but 2.5 million monthly views, meaning they are SEO-optimizing every pin to further its reach. For all of their blog content and lead magnets, they create dozens of different pins linking back to those URLs.Implement your social media strategy with StoryChiefStoryChief gives you all of the tools you need to plan, create, schedule, promote, and analyze your content.Join 5,000 marketing professionals and teams who already save multiple hours every week on creating and distributing content. Create a free account and start publishing today. Virtual communitiesSocial media app icons on a smartphone screenVirtual communities are a set of social networkers.[1][2] Social media app icons on a smartphone screenVirtual communities[edit]Online platforms enable users to create and share content and participate in social networking.[2][3][4]User-generated contentsuch as text posts or comments, digital photos or videos, and data generated through online interactions.[2][3]Service-specific profiles that are designed and maintained by the social media organization.[2][5]Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.[2][5]The term social in regard to media suggests platforms enable communal activity. Social media enhances and extends human networks.[6] Users access social media through web-based apps or custom apps on mobile devices. These interactive platforms allow individuals, communities, and organizations to share, co-create, discuss, participate in, and modify user-generated or self-curated content.[7][8][5][1] Social media is used to document memories, learn, and form friendships.[8] They may be used to promote people, companies, products, and ideas.[8] Social media can be used to consume, publish, or share news.Social media platforms can be categorized based on their primary function. Social media sites like Facebook and LinkedIn focus on building personal and professional connections. Microblogging platforms, such as Twitter (now X), Threads and Mastodon, emphasize short-form content and rapid information sharing.Media sharing networks, including YouTube, and Snapchat, allow users to share images, videos, and live streams.Discussion and community forums like Reddit, Quora, and Discord facilitate conversations, Q&A, and niche community engagement.Live streaming platforms, such as Twitch, Facebook Live, and YouTube Live, enable real-time interaction with audiences.Decentralized social media platforms like Mastodon and Bluesky aim to provide social networking without corporate control, offering users more autonomy over their data and interactions.Popular social media platforms with over 100 million registered users include Twitter, Facebook, WeChat, ShareChat, Instagram, Pinterest, QZone, Weibo, VK, Tumblr, Baidu Tieba, Threads and LinkedIn. Depending on interpretation, other popular platforms that are sometimes referred to as social media services include YouTube, Letterboxd, QQ, Quora, Telegram, WhatsApp, Signal, LINE, Snapchat, Viber, Reddit, Discord, and TikTok. Wikis are examples of collaborative content creation.Social media outlets differ from old media (e.g. newspapers, TV, and radio broadcasting) in many ways, including quality,[9] reach, frequency, usability, relevancy, and permanence.[10] Additionally, social media outlets operate in a dialogic transmission system (many sources to many receivers) while traditional media operate under a monologic transmission model (one source to many receivers). For instance, a newspaper is delivered to many subscribers, and a radio station broadcasts the same programs to a city.[11]Social media has received criticism as worsening political polarization and undermining democracy. Major news outlets often have strong video in the 21st century, aided by digital cameras and camera phones.[18]Six-Degrees, launched in 1997, is often regarded as the first social media site.The evolution of online services progressed from serving as channels for networked communication to becoming interactive platforms for networked social interaction with the advent of Web 2.0.[6]Social media started in the mid-1990s with the invention of platforms like GeoCities, Classmates.com, and SixDegrees.[19] With instant messaging and chat clients existed at the time, SixDegrees was unique as it was the first online service designed for people to connect using their actual names instead of anonymously. It boasted features like profiles, friends lists, and school affiliations, making it "the very first social networking site".[19][20] The platform's name was inspired by the "six degrees of separation" concept, which suggests that every person on the planet is just six connections away from everyone else.[21]In the early 2000s, social media platforms gained widespread popularity with BlackPlanet (1999) preceding Friendster and Myspace,[22][23] followed by Facebook, YouTube, and Twitter.[24]Research from 2015 reported that globally, users spent 22.5% of their online time on social networks,[25] likely fueled by the availability of smartphones.[26] As of 2023, as many as 4.76 billion people used social media[27] some 59% of the global population.A 2015 review identified four features unique to social media services:[2]Web 2.0 Internet-based applications.[2][3]User-generated content[2][3]User-created self profiles[2][5]Social networks formed by connections between profiles.[2][5]Such as followers, groups, and lists.In 2019, Merriam-Webster defined social media as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content ..."[28]Social media encompasses an expanding suite of services:[29] Blogs (ex. HuffPost, Boing Boing)Business networks (ex. LinkedIn, XING)Collaborative projects (Mozilla, GitHub)Enterprise social networks (Yammer, Socialcast, Slack)Forums (Gaia Online, IGN)Microblogs (Twitter, Tumblr, Weibo)Photo sharing (Pinterest, Flickr, Photobucket)Products/services review (Amazon, Upwork)Social bookmarking (Delicious, Pinterest)Social gaming including MMORPGs (Fortnite, World of Warcraft)Social network (Facebook, Instagram, Baidu Tieba, VK, QZone, ShareChat, WeChat, LINE)Video sharing (YouTube, Vimeo)Virtual worlds (Second Life, Twinity)Some services offer more than one type of service.[13]Social media refers to the use of social media on mobile devices such as smartphones and tablets. It is distinguished by its ubiquity, since users no longer have to be at a desk in order to participate on a computer. Mobile services can further make use of the user's immediate location to offer information, connections, or services relevant to that location.According to Andreas Kaplan, mobile social media activities fall among four types:[30]Space-timers (location and time-sensitive): Exchange of messages with relevance for a specific location at a specific point in time (posting about a traffic jam).Space-locators (only location sensitive): Posts/messages with relevance for one location, read later by others (e.g. a restaurant review).Quick-timers (only time-sensitive): Transfer of traditional social media apps to increase immediacy (e.g. posting Snapchat or (now-defunct) MusicalLy "often" or "sometimes").[66] Their 2019 survey surveyed Americans ages 816 and found that 31% of children ages 812 use social media,[67] In that survey, teens aged 1618 were asked when they started using social media, the median age was 14, although 28% said they started to use it before reaching 13.Social media played a role in communication during the COVID-19 pandemic.[68] In June 2020, a survey by Cartoon Network and the Cyberbullying Research Center surveyed Americans tweens (ages 912) and reported that the most popular application was YouTube (67%),[69] (as age increased, tweens were more likely to have used social media apps and games.) Similarly, Common Sense Media's 2020 survey of Americans ages 1318 reported that YouTube was the most popular (used by 86% of 13- to 18-year-olds).[70] As children aged, they increasingly utilized social media services and often used YouTube to consume content. Apps used by U.S. tweens (ages 912), 2019-2020[69]:3942 Platform Overall Boys Girls 9-year-olds 12-year-olds YouTube 67% 68% 66% 53% 67% 4.6% Minecraft 48% 61% 35% 43.6% 49.9% Roblox 47% 44% 49% 41.2% 41.7% Google Classroom 45% 48% 41% 39.5% Fortnite 31% 43% 20% 22.2% 38.9% TikTok 30% 23% 30% 16.8% 37% YouTube Kids 26% 24% 28% 32.7% 22.1% Snapchat 16% 11% 21% 6.5% 22.3% Facebook Messenger Kids 15% 12% 18% 9.1% 10.4% Instagram 15% 12% 19% 3% 28.8% Discord 14% 11% 16% 3% 21.6% 19.9% Snapchat 16% 12% 20% 6.5% 22.3% Roblox 14% 16% 11% 3.4% 17% Facebook 13% 7% 18% 4% 22.3% Reddit 14% 6% Another social networking service 2% 3% Do not use social networking service 4% 6% While adults were using social media before the COVID-19 pandemic, more started using it to stay socially connected and to get pandemic updates. "Social media have become popularly use to seek for medical information and have fascinated the general public to collect information regarding corona virus pandemics in various perspectives. During these days, people are forced to stay at home and the social media have connected and supported awareness and pandemic updates."[71]Healthcare workers and systems became more aware of social media as a place people were getting health information:"During the COVID-19 pandemic, social media has accelerated to the point of becoming a ubiquitous part of modern healthcare systems."[72]This also led to the spread of disinformation. On December 11, 2020, the CDC put out a "Call to Action: Managing the Infodemic".[73] Some healthcare organizations used hashtags as interventions and published information.[74] "Promotion of the joint usage of #PedsICU and #COVID19 throughout the international pediatric critical care community in tweets relevant to the coronavirus disease 2019 pandemic and pediatric critical care."[74] However others in the medical community were concerned about social media addiction, as it became an increasingly important context and therefore "source of social validation and reinforcement" and were unsure whether increased social media use was harmful.[75]Governments may use social media (for example):[76]Inform their opinions to publicinteract with citizensfoster citizen participationfurther open governmentanalyze/monitor public opinion and activitieseducate the public about risks and public health.[77]Social media has been used extensively in civil and criminal investigations.[78] It has also been used to search for missing persons.[79] Police departments often make use of official investigations to engage with the public, publicize police activity, and burnish law enforcement's image;[80][81] conversely, video footage of citizen-documented police brutality and other misconduct has sometimes been posted to social media.[81]In the United States, U.S. Immigration and Customs Enforcement identifies and track individuals via social media, and has apprehended some people using social-media based sting operations.[82] U.S. Customs and Border Protection (also known as CBP) and the United States Department of Homeland Security use social media data as influencing factors during the visa process, and monitor individuals after they have entered the country.[83] CBP officers have also been documented performing searches of electronics and social media behavior at the border, searching both citizens and non-citizens without first obtaining a warrant.[83] Social media gained momentum among the younger generations, governments began using it to improve their image, especially among the young. In January 2021, Egyptian authorities were reported to be using Instagram influencers as part of its media ambassadors program. The program was designed to revamp Egypt's image and to counter the bad press Egypt had received because of the country's human rights record. Saudi Arabia and the United Arab Emirates participated in similar programs.[84] Similarly, Dubai has extensively relied on social media and influencers to promote tourism. However, Dubai laws have kept these influencers within limits to not offend the authorities, or to criticize the city, politics or religion. The content of these foreign influencers is controlled to make sure that nothing portrays Dubai in a negative light.[85]Main article: Social media use by businessesMany businesses use social media for marketing, branding,[86] advertising, communication, sales promotions, informal employee-based learning/organizational development, competitive analysis, recruiting, relationship management/loyalty programs,[30] and e-Commerce. Companies use social-media monitoring tools to monitor, track, and analyze conversations in their marketing, sales and other programs. Tools range from free, basic applications to subscription-based, tools. Social media offers information on industry trends. Within the finance industry, companies use social media as a tool for analyzing market sentiment. These range from marketing financial products, market trends, and as a tool to identify insider trading.[87]To exploit these opportunities, businesses need guidelines for use on each platform.[3]Business use of social media is complicated by the fact that the business does not fully control its social media presence. Instead, it makes its case by participating in the "conversation".[88] Business uses social media[89] on a customer-organizational level; and an intra-organizational level. Social media can encourage entrepreneurship and innovation, by highlighting success, and by easing access to resources that might not otherwise be readily available/known.[90]Main article: Social media marketingSocial media marketing is the use of social media platforms and websites to promote a product or service and establish connections with customers. Social media marketing can be divided into paid media, earned media, and owned media.[91] Using paid social media firms run advertising to their firms do something that impresses stakeholders and they spontaneously post content about it. Owned social media is the platform markets itself by creating/promoting content to its users.[92] Primary uses are to create brand awareness, engage customers by conversation (e.g., customers provide feedback on the firm) and providing access to customer service.[93] Social media's peer-to-peer communication shifts power from the organization to consumers, since consumer content is widely visible and not controlled by the company.[94]Social media personalities, often referred to as "influencers", are Internet celebrities who are sponsored by marketers to promote products and companies online. Research reports that these endorsements attract the attention of users who have not settled on which products/services to buy,[95] especially younger consumers.[96] The practice of harnessing influencers to market or promote a product or service to their following is commonly referred to as influencer marketing.In 2013, the United Kingdom Advertising Standards Authority (ASA) began advising celebrities to make it clear whether they had been paid to recommend a product or service by using the hashtag #spon or #ad when endorsing. The US Federal Trade Commission issued similar guidelines.[97]Social media platforms enable the tracking and analysis of brand-consumer interactions. Marketers target influential people on social media who are recognized as being opinion leaders and opinion-formers to send messages to their target audiences and amplify the impact of their message.[98]A social media post by an opinion leader can have a much greater impact (via the forwarding of the post or "liking" of the post) than a social media post by a regular user. Marketers have found that "consumers are more likely to believe in other consumers" than in a company.[94] Getting "influencers" to start discussions of products/services can reach large audiences. Because of this, advertising spending on social media in the US was predicted to reach $15 billion in 2018.[99] Social networks are, in many cases, viewed as a great tool for avoiding costly market research.[100] Hashtags (such as #ejuice and #eliquid) are one way to target new audiences.[100] User content can trigger peer effects, increasing consumer interest even without involvement.[100] A 2012 study focused on this communication reported that communication among peers can affect purchase intentions: direct impact through conformity, and an indirect impact by stressing product engagement. This study claimed that peer communication about a product increased product engagement.[102]Main article: Social media use in politicsSee also: Social media's role in the Arab SpringAs a major factor, social media has been used as a significant medium to spread their messages and influence voters.[114]Donoucos et al. reported that Twitter use by candidates may have backfired during the US 2016 election.[105][106] The public perception of its reliance on social-media sites for political information.[105] In the European Union, social media amplified political messages.[107] Foreign-originated social-media campaigns attempted to influence political opinion in another country.[108][109]See also: Social media and the Arab SpringSocial media and the Arab Spring.Social media was influential in the Arab Spring in 2011.[110][111][112][113]However, debate persists about the extent to which social media facilitated this.[114] Activists have used social media to report the abuse of human rights in Bahrain. They publicized the brutality of authorities. Conversely, Bahrain's government has used social media to track and target activists. The government stripped citizenship from over 1,000 activists as punishment.[115]Militant groups use social media as an organizing and recruiting tool.[116] Islamic State (also known as ISIS) used social media. In 2014, #AllEyesonISIS went viral on Arabic X.[117][118]This section is an excerpt from State-sponsored Internet propaganda.[edit]State-sponsored Internet propaganda is Internet manipulation and propaganda that is sponsored by a state. States have used the Internet, particularly social media to influence elections, sow distrust in institutions, spread disinformation, typically using bots to create, amplify and spread targeted information internally to control populations, and externally to influence other societies.This section is an excerpt from How social media is hiring refers to the examination by employers of applicants' (public) social media profiles as part of the hiring assessment. For example, the vast majority of Fortune 500 companies use social media as a tool to screen prospective employees and as a tool for talent acquisition.[119] This practice raises ethical questions. Employers and recruiters note that they have access only to information that applicants choose to make public. Many Western-European countries restrict employer's use of social media in the workplace. States including Arkansas, California, Colorado, Illinois, Maryland, Michigan, Nevada, New Jersey, New Mexico, Utah, Washington, and Wisconsin protect applicants and employees from surrendering usernames and passwords for social media accounts.[citation needed] Use of social media as a caused significant problems for some applicants who are active on social media. A 2013 survey of 17,000 young people in six countries found that one in ten people aged 16 to 34 claimed to have been rejected for a job because of social media activity.[120][121]Social media services have been reported to affect deception frequency, it does increase deception about interests and hobbies.[citation needed]Scientists use social media to share their scientific knowledge and research on platforms such as ResearchGate, LinkedIn, Facebook, X, and Academia.edu.[122] The most common platforms are X and blogs. The use of social media reportedly has improved the interaction between scientists, reporters, and the general public.[citation needed] Over 495,000 opinions were shared on X related to science between September 1, 2010, and August 31, 2011.[123] Science related blogs respond to and motivate public interest in learning, following, and discussing science. Posts can be written quickly and allow the reader to interact in real time with authors.[124] One study in the context of climate change reported that climate scientists and scientific institutions played a minimal role in online debate, exceeded by nongovernmental organizations.[125]Academicians use social media activity to assess academic publications,[126] to measure public sentiment,[127] identify influence or count [128] or crowdsource ideas or solutions.[129] Social media such as Facebook, X are also combined to predict elections via sentiment analysis.[130] Additional social media (e.g. YouTube, Google Trends) can be combined to reach a wider segment of the voting population, minimise media-specific bias, and inexpensively estimate electoral predictions

which are on an average half of a percentage point off the real vote share.[131]In some places, students have been forced to surrender their social media passwords to school administrators.[132] Few laws protect student's social media privacy. Organizations such as the ACLU call for more privacy protection. They urge students who are pressured to give up their account information to resist.[133]Colleges and universities may access applicants' internet services including social media profiles as part of their admissions process. According to Kaplan, Inc, a corporation that provides higher education preparation, in 2012 27% of admissions officers used Google to learn more about an applicant, with 26% checking Facebook.[134] Students whose social media pages include questionable material may be disqualified from admission processes."One survey in July 2017, by the American Association of College Registrars and Admissions Officers, reported that 11 percent of respondents said they had refused to admit an applicant based on social media content. This includes 8 percent of public institutions, where the First Amendment applies. The survey reported that 30 percent of institutions acknowledged reviewing the personal social media accounts of applicants at least some of the time.[135]Social media comments and images have been used in court cases including employment law, disability claims, and disability claims. After an Apple employee criticized his employer on Facebook, he was fired. When the former employee sued Apple for unfair dismissal, the court, after examining the employee's Facebook posts, ruled in favor of Apple, stating that the posts breached Apple's policies.[136] After a couple broke up, the man posted song lyrics "that talked about fantasies of killing the rapper's ex-wife" and made threats. A court reported him guilty.[136]Clarification needed]In a disability context, a woman who fell at work claimed that she was permanently injured; the employer used her social media posts to counter her claims.[136][additional citation needed]Courts do not always admit social media evidence, in part, because screenshots can be faked or tampered with.[137] Judges may consider emojis into account to assess statements made on social media. In one Michigan case where a person alleged that another person had defamed them in an online comment, the judge disagreed, noting that an emoji after the comment that indicated that it was a joke.[137] In a 2014 case in Ontario against a police officer regarding alleged assault of a protester during the G20 summit, the court rejected the Crown's application to use Facebook images as evidence of provenance.[137][additional citation(s) needed]On April 9, 2029, the Spirit Lake Tribe in North Dakota and Menominee Indian Tribe of Wisconsin have sued social media companies (Meta Platforms-Facebook, Instagram; Snapchat, TikTok, YouTube, and Google) companies accused of deliberate misconduct. Their lawsuit describes "a sophisticated and intentional effort that has caused a continuing, substantial, and longterm burden to the Tribe and its members," leaving scarce resources for education, cultural preservation and other social programs.[138][additional citation(s) needed]This section is an excerpt from Social media as a news source.[edit]Social media as a news source is defined as the use of online social media platforms such as Instagram, TikTok, and Facebook rather than the use of traditional media platforms like the newspaper or live TV to obtain news. Television had just begun to turn a nation of people who once listened to media content into watchers of media content between the 1950s and the 1980s when the popularity of social media had also began creating a nation of media content creators. Content creators are currently some of the most wealthy people nowadays. Almost half of Americans use social media as a news source, according to the Pew Research Center.[139] As social medias role in news consumption grows, questions have emerged about its impact on knowledge, the formation of echo chambers, and the effectiveness of fact-checking efforts in combating misinformation.Social media platforms allow users to generate content[140][141] and sharing content within one's own virtual network.[142][140] Using social media as a news source allows users to engage with news in a variety of ways including:Consuming and discovering newsSharing or reposting newsPosting one's own photos, videos, or reports of news (i.e., engage in citizen or participatory journalism)Commenting on news postsUsing social media as a news source has become an increasingly more popular way for people of all age groups to obtain current and important information. Just like many other new forms of technology have come about, so does news that social media positively affects the world of news and journalism but it is important to acknowledge that there are also ways in which it can have a negative effect on the news. With this accessibility, people now have more ways to consume fake news, biased news, and even disturbing content.In 2019, the Pew Research Center created a poll that reported Americans are wary about the ways that social media sites share news and certain content.[143] This variance of accuracy grew as awareness that social media sites could be exploited by bad actors who concoct false narratives and fake news.[144]Social media are used to socialize with friends and family[145] purse romance and flirt,[145] but not all social needs can be fulfilled by social media.[146] For example, a 2003 article reported that lonely individuals are more likely to use the Internet for emotional support than others,[147] A 2018 survey from Common Sense Media reported that 40% of American teens ages 1317 thought that social media was "extremely" or "very" important for them to connect with their friends.[148] The same survey reported that 33% of teens said social media was "extremely or very important to document and share their lives.[148] A 2020 Gallup poll reported that 53% of adult social media users in the United States thought that social media was a very or moderately important way to keep in touch with people during the COVID-19 pandemic.[149]In Alone Together Sherry Turkle considered how people confuse social media usage with authentic communication.[150] She claimed that people prefer texting to face-to-face communication, which can contribute to loneliness.[151] Surveys from 2019 reported evidence among teens in the United States[148] and Mexico.[151] Some researchers reported that exchanges that involved direct communication and reciprocal messages correlated with less loneliness.[152]In social media "stalking" or "creeping" refers to looking at someone's "timeline, status updates, tweets, and online bios" to find information about them and their activities.[153] A sub-category of creeping is Catfishing (creating a false identity) allows bad actors to exploit the lonely.[155]Self-presentation theory proposes that people manage their self-image or identity related information in social contexts.[156] One aspect of social media is the time invested in customizing a personal profile.[157] Some users segment their audiences based on the image they want to present, pseudonymity and use of multiple accounts on the same platform offer that opportunity.[158] A 2016 study reported that teenage girls manipulate their self-presentation on social media to appear beautiful as viewed by their peers.[159] Teenage girls attempt to earn regard and acceptance (likes, comments, and shares). When this does not go well, self-confidence and self-satisfaction can decline.[159] A 2018 survey of American teens ages 1317 by Common Sense Media reported that 45% said likes are at least somewhat important, and 26% at least somewhat agreed that they feel bad about themselves if nobody responds to their photos.[148] Some evidence suggests that perceived rejection may lead to emotional pain,[160] and some may resort to online bullying.[161] According to a 2016 study, users' reward circuits in their brains are more active when their photos are liked by more peers.[162]A 2016 review concluded that social media signals to trigger a negative feedback loop of viewing and uploading photos, self-comparison, disappointment, and disordered body perception when social success is not achieved.[163] One 2016 study reported that Pinterest is directly associated with disordered dieting behavior.[164]People portray themselves on social media in the most appealing way.[159] However, upon seeing one person's curated persona, other people may question why their own lives are not as exciting or fulfilling. One 2017 study reported that problematic social media use (i.e., feeling addicted to social media) was related to lower life satisfaction and self-esteem.[165] Studies have reported that social media comparisons can have direct effects on physical and mental health.[166][167] In one study, women reported that social media was the most influential source of their body dissatisfaction.[170]Further studies in: Cyberpsychology Social media and cyberpsychological behavior, and social media and identitySocial media can offer a support system for adolescent health, because it allows them to mobilize around health issues that they deem relevant.[171] For example, in a clinical study, among adolescent patients undergoing obesity treatment, participants' claimed that social media allowed them to access personalized weight-loss content as well as social support among other adolescents with obesity.[172][173]While social media can provide health information, it typically has no mechanism for ensuring the quality of that information.[173] The National Eating Disorders Association reported a high correlation between weight loss content and disordered eating among women who have been influenced by inaccurate content.[173][174] Health literacy offers skills to allow users to spot/avoid such content. Efforts by governments and public health organizations to advance health literacy reportedly achieved limited success.[175] The role of parents and caregivers who proactively approach their children with ongoing guidance and open discussions on the benefits and difficulties they may encounter online, demonstrate some reductions in overall anxiety and depression among adolescents.[176]Social media such as pro-anorexia sites reportedly increase risk of harm by reinforcing damaging health-related behaviors through social media, especially among adolescents.[177][178][179]During the coronavirus pandemic, inaccurate information from all sides spread widely via social media.[180] Topics subject to distortion treatments, avoiding infection, vaccination, and public policy. Simultaneously, governments and others influenced social media platforms to suppress both accurate and inaccurate information in support of public policy.[181] Heavier social media use was reportedly associated with more acceptance of conspiracy theories, leading to worse mental health[182] and less cooperation with public health recommendations.[183]Social media platforms can serve as a breeding ground for inflated behaviors, with studies report that excessive use can lead to addiction-like symptoms. These symptoms include compulsive checking, mood modification, and withdrawal when not using social media, which can result in decreased face-to-face social interactions and contribute to the deterioration of interpersonal relationships and a sense of loneliness.[184]This section is an excerpt from Cyberbullying.[edit]Cyberbullying (cyberharassment or online bullying) is a form of bullying or harassment using electronic means. Since the 2000s, it has become increasingly common, especially among teenagers and adolescents, due to young people's increased use of social media.[185] Related issues include online harassment and trolling. In 2015, according to cyberbullying statistics from the iSafe Foundation, over half of adolescents and teens had been bullied online, and about the same number had engaged in cyberbullying.[186] Both the bully and the victim are negatively affected, and the intensity, duration, and frequency of bullying are three aspects that increase the negative effects on both of them.[187]A 2017 study reported on a relationship between cyberbullying and suicide.[188] It concluded that blue light from computer/phone displayed the frequency rather than the duration of time spent, predicted disturbed sleep, termed "obsessive "checking".[188] The association between social media use and sleep disturbance has clinical ramifications for young adults.[189] A recent study reported that people in the highest quartile for social media use experienced the most sleep disturbance. The median number of minutes of social media use per day was 61. Females were more likely to experience high levels of sleep disturbance.[190] Many teenagers suffer from sleep deprivation from long hours at night on their phones, and this left them tired and unfocused in school.[191] A 2011 study reported that time spent on Facebook was negatively associated with GPA, but the association with sleep disturbance was not established.[192]One studied effect of social media is "Facebook depression", which affects adolescents who spend too much time on social media.[8] This may lead to reclusiveness, which can increase loneliness and low self-esteem.[8] Social media curates content to encourage users to keep scrolling.[189] Studies report children's self-esteem is positively affected by positive comments and negatively affected by negative or lack of comments. This affected self-perception.[193] A 2017 study of almost 6,000 adolescent students reported that those who self-reported addiction-like symptoms of social media use were more likely to report low self-esteem and high levels of depressive symptoms.[194]Depersonalization is emotional detachment from social media. The three burnout factors negatively influence the likelihood of continuing on social media.[195]A third emotional effect is "fear of missing out" (FOMO), which is the "pervasive apprehension that others might be having rewarding experiences from which one is absent."[196] It is associated with increased scrutiny of friends on social media.[196]Social media can also offer support as Twitter has done for the medical community.[197] It facilitated academic discussion among health professionals and students, while providing a supportive community for these individuals by allowing members to support each other through likes, comments, and posts.[198] Access to social media offered a way to keep older adults connected, after the deaths of partners and geographical distance between friends and loved ones.[199] In March 2025, a Pakistani man killed a WhatsApp group admin in anger after being removed from the chat.[200]This section is an excerpt from Social media and suicide.[edit]Since the rise of social media, there have been numerous cases of individuals being influenced towards committing suicide or self-harm through their use of social media, and over of individuals arranging to broadcast suicide attempts, some successful, on social media. Researchers have studied social media and how individuals use social media to determine what, if any, risks social media poses in terms of suicide, and to identify methods of mitigating such risks, if they exist. The search for a correlation has not yet uncovered a clear answer. Media critic Siva Vaidhyanathan refers to social media as 'anti-social media' in reference to its negative impacts including on loneliness and political polarization.[201] Audrey Tang also uses the term antisocial in reference to its impact on democracy.[202]This section is an excerpt from Digital divide.[edit]The digital divide is the unequal access to digital technology, including smartphones, tablets, laptops, and the internet.[203][204]The digital divide worsens inequality around access to information and resources. In the Information Age, people without access to the Internet and other technology are at a disadvantage, for they are unable or less able to connect with others, find and apply for jobs, shop, and learn.[203][205][206][207]People who are homeless, living in poverty, elderly people, and those living in rural communities may have limited access to the Internet; in contrast, urban middle-class and upper-class people have easy access to the Internet. Another divide is between producers and consumers of Internet content,[208][209] which could be a result of educational disparities.[210] While social media use varies across age groups, a US 2010 study reported no racial divide.[211]See also: Social media Threat to democracy, Media bias social media, and Rage-baitingMany critics point to studies showing social media plays a role in disseminating falsehoods and inflammatory content.[211][212][213] Because of recommendation algorithms that filter and display news content that matches users' political preferences, one potential impact is an increase in political polarization due to selective exposure. Political polarization is the divergence of political attitudes towards ideological extremes. Selective exposure occurs when an individual favors information that supports their beliefs and avoids information that conflicts with them.[214] Jonathan Haidt compared the impact of social media to the Tower of Babel and the chaos it unleashed as a result.[215][216][113]Aviv Ovadya argues that these algorithms incentivize the creation of divisive content in addition to promoting existing divisive content,[217] but could be designed to reduce polarization instead.[218] In 2017, Facebook gave its own emoji reactions five times the weight in its algorithms as its like button, which data scientists at the company in 2018 confirmed had disproportionately boosted toxicity, misinformation and low-quality news.[219] Some people claim how to combat selective exposure have had no or opposite outcomes.[220][221][217] Some propose media literacy as a solution.[222]Others argue that less social media,[214] or more local journalism[223][224][225] could help address political disengagement.See also: Stereotypes A 2018 study reported that social media increases the power of stereotypes.[226] Stereotypes can have negative and positive connotations. For example, during the COVID-19 pandemic, youth were accused of responsibility for spreading the disease.[227] Elderly people get stereotyped as lacking knowledge of proper behavior on social media.[228] Social media platforms usually amplify these stereotypes through certain algorithms as well as user-generated content. Unfortunately, these stereotypes contribute to social divide and negatively impact the way users interact online.[229]Social media allows for mass cultural exchange and intercultural communication, despite different ways of communicating in various cultures.[230]Social media has affected the way youth communicate, by introducing new forms of language.[231] Novel acronyms save time, as illustrated by "LOL", which is the ubiquitous shortcut for "laugh out loud".The hashtag was created to simplify searching for information and to allow users to highlight topics of interest in the hope of attracting the attention of others. Hashtags can be used to advocate for a movement, mark content for future use, and allow other users to contribute to a discussion.[232]For some young people, social media and texting have largely replaced in person communications, private issues, and sending sexual images or messages. Sexting and revenge porn became rampant, particularly among adolescents, while implications and resulting trauma can last a lifetime.[233][236][237][238] However, adolescents can learn basic social and technical skills online.[239] Social media, can strengthen relationships just by keeping in touch, making more friends, and engaging in community activities.[8]This section needs expansion. You can help by adding to it. (July 2024)In July 2014, in response to WikiLeaks' release of a secret suppression order made by the Victorian Supreme Court, media lawyers were quoted in the Australian media to the effect that "anyone who tweets a link to the WikiLeaks report, posts it in Facebook, or shares it in any online could also face charges".[240]In November 2024, the federal government passed the Online Safety Amendment (Social Media Minimum Age) Bill 2024 introduced by Albanese government banning people under the age of 16 from using most social media platforms was a financial penalty of AU$49.5 million.[241][241] The ban would exempt platforms deemed not to have a "high risk". Instagram, Snapchat and Twitter, but would exempt platforms deemed not of educational or health needs of people under 16, including YouTube and Google Classroom.[242] Supporters of the ban included the advocacy group 36 Months[243] and media corporation News Corp Australia which ran a campaign titled Let Them Be Kids,[241] which expressed concern that the ban could cause isolation amongst teenagers belonging to marginalised groups such as the LGBTQ community or migrant/culturally diverse backgrounds,[244] and that the ban could stifle creativity and freedom of expression amongst young people.[245]On 27 July 2020, in Egypt, two women were sentenced to two years of imprisonment for posting TikTok videos, which the government claimed is "violating family values".[246]In the 2014 Thai coup d'tat, the public was explicitly instructed not to 'like' dissenting views on social media or face prison.[citation needed]Historically, platforms were censored by the state. Yet rules for what was allowable, decided which content to promote and which to ignore. The US enacted the Communications Decency Act in 1996. Section 230 of that act exempted internet platforms from legal liability for content authored by third parties.No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider." 47 U.S.C. 230(c)(1).US Congress, Communications Decency Act Section 230In 2024, legislation was enacted in Florida requiring social media companies to verify the age of people with accounts, and to prohibit holding an account for people aged under 14, and between 14 and 16 in the absence of parental approval.[247][248]The European Union initially took a similar approach.[249] However, in 2020, the European Commission presented two legislative proposals: The Digital Services Act (DSA) and the Digital Markets Act (DMA). Both proposals were enacted in July 2022. The DSA entered into force on 17 February 2024, the DMA in March 2024.[250] This legislation can be summarized in the following four objectives, articulated by Paul, Katie (20 December 2019). "What is illegal offline now also be illegal online".[251]"Very large online platforms" must therefore, among other legislation such as the elimination of illegal content (propaganda, election interference, hate crimes and online harms such as harassment and child abuse) and better protect fundamental rightsdesign their systems to minimize a "high level of privacy, security and protection of minors", by prohibiting advertising based on personal data, designing recommender systems to minimize risks for children and demonstrating this to the European Commission via a risk assessment, and not use sensitive personal data such as race, gender and religion to target advertising.[252]Violators could face a ban in Europe or fines of up to 6% of global sales. Such content moderation requires extensive investment by platform providers.[253] Enforcement resources may not be sufficient to ensure compliance.[254]The DSA allows a country to require information to be deleted that is illegal only in that jurisdiction. According to Patrick Breyer from the German Pirate Party, a problem could arise from the Hungarian government requesting a video to be deleted that is critical of Victor Orban, as we foresee the potential for such determinations to be applied EU-wide.[255]2018 Nobel Laureate Paul Romer[256] advocated taxing negative externalities of social media platforms.[253] Similar to a carbon tax negative social effects could be compensated for by a financial levy on the platforms.[257] Assuming that the tax did not deter the actions that produced the externalities, the revenue raised could be used to address them, However, consensus has yet to emerge on how to measure or mitigate the harms, nor to craft a tax.Another proposal to invoke competition law.[258] The idea is to restrict the platforms' market power by controlling mergers ex ante and tightening the law. This would be achieved through a supranational enforcement mechanism and the deterrent effect of high fines.In a 2024 opinion piece, Megan Moreno and Jenny Radesky, professors of pediatrics, wrote about the need for "nuanced" policy.[259] They regarded access which is contingent upon parental consent as harmful. They commented that a focus on increasing age restrictions "may serve to distract from making sure platforms are following guidelines and best practices for all ages".[260]In June 2024, US Surgeon General Vivek Murthy called for social media platforms to contain a warning about the impact they have on the mental health of young people.[261]The business model for most social media platforms is based on selling ads to advertisers. Platforms provide access to data about each user, which allows them to tailor individually relevant to them. This strongly incents platforms to arrange their content so that users view as much content as possible, increasing the number of ads that they see. Platforms such as X add paid user subscriptions in part to reduce their dependence on advertising revenues.[262]The enormous reach and impact of social media has naturally led to a stream of criticism, debate, and controversy. Criticisms include privacy concerns, information overload and reliability,[263] impact on concentration, mental health[264] content ownership, and the meaning of interactions, and poor cross-platform interoperability.[265] increase in face-to-face interactions, cyberbullying, sexual abuse of children, and child pornography.[266][267]In 2007 Andrew Keen wrote, "Out of this anarchy, it suddenly became clear that what was governing the infinite monkeys now typing away on the Internet was the law of digital Darwinism, the survival of the loudest and most opinionated. Under these rules, the only way to intellectually prevail is by infinite filibustering."[268]See also: The Disinformation ProjectSocial media has become a regular source of news and information. A 2021 Pew Research Center poll reported roughly 70% of users regularly get news from social media,[264] despite the presence of fake news and disinformation. Platforms typically do not take responsibility for content accuracy, and many do not content at all, although in some cases, content the platform finds problematic is deleted or access to it is reduced.[269][270][271] Content distribution algorithms otherwise typically ignore content's veracity. In 2018, researchers reported that fake news spread almost 70% faster than truthful news on X.[7]Social media hosts on social media increase the reach of both true and false content and if wielded by bad actors misinformation can reach many more users.[13] Some platforms attempt to discover and block bots, with limited success.[11] Fake news seems to receive more user engagement, possibly because it is relatively new, engaging, users' curiosity and arousing interest.[26] Fake news often propagates in the immediate aftermath of an event, before conventional media are prepared to publish.[12][17]This section is an excerpt from Social media mining.[edit]Social media mining is the process of obtaining data from user-generated content on social media in order to extract actionable patterns, form conclusions about users, and act upon the information. Mining supports targeting advertising in an academic or academic research. The term is an analogy to the process of mining for minerals. Mining companies sift through raw ore to find the valuable minerals; likewise, social media mining sifts through social media data in order to discern patterns and trends about matters such as social media usage, online behaviour, content sharing, connections between individuals, buying behaviour. These patterns and trends are of interest to companies, governments and not-for-profit organizations, as can the analyses for tasks such as design strategies, introduce programs, products, processes or services. Social media mining uses concepts from computer science, data mining, machine learning, and statistics. Mining is based on social network analysis, sociology, ethnography, optimization and mathematics. It attempts to formally represent, measure and model meaningful patterns from social media data.[272] In the 2010s, major corporations, governments and not-for-profit organizations began mining to learn about customers, clients and others.Platforms such as Google, Facebook (partnered with Datalogix and BlueKai) conduct mining to target users with advertising.[273] Scientists and machine learning researchers extract insights and design product features.[274]Users may not understand how platforms use their data.[275] Users tend to click through Terms of Use agreements without reading them, leading to ethical questions about whether platforms adequately protect users' privacy.During the 2016 United States presidential election, Facebook allowed Cambridge Analytica, a political consulting firm linked to the Trump campaign, to analyze the data of an estimated 87million Facebook users to profile voters, creating controversy when this was revealed.[276]Further information: Social media activismMalcolm Gladwell considers the role of social media in revolutions and protests to be overstated. He concluded that social media on a built around weak ties and argues that "social networks are effective at increasing participationby lessening the level of motivation that participation requires."[277] According to him, "Facebook activism succeeds not by motivating people to make a real sacrifice, but by motivating them to do the things that people do when they are not motivated enough to make a real sacrifice."[277]Disputing Gladwell's theory, a 2018 survey reported that people who are politically expressive on social media are more likely to participate in offline political activity.[278]Social media content is generated by users. However, content ownership is defined by the Terms of Service to which users agree. Platforms control access to the content, and may make it available to third parties.[279]Although platform's terms differ, generally they all give permission to utilize users' copyrighted works at the platform's discretion.[280] Instagram revealed it intended to use content in ads without seeking permission from or paying its users.[281][282] It then reversed these changes, with then-CEO Kevin Systrom promising to update the terms of service.[283][284]Main article: Privacy concerns with social networking servicesPrivacy advocates warn users about the collection of their personal data. Information is captured without the user's knowing consent. Data may be applied to law enforcement or other government purposes.[285] Information may be offered for third party use.Young people are prone to sharing personal information that can attract predators.[286]While social media users claim to want to keep their data private, their behavior does not reflect that concern, as many users express significant personal data on their profiles. In addition, platforms collect data on user behaviors that are not part of their personal profiles. This data is made available to third parties for purposes that include targeted advertising.[287]A 2014 Pew Research Center survey reported that 91% of Americans "agree" or "strongly agree" that people have lost control over how their personal information is collected and used. Some 80% of social media users said they were concerned about advertisers and businesses accessing the data they share on social media platforms, and 64% said the government should do more to regulate advertisers.[288] In 2019, US legislators criticized Facebook for not protecting certain aspects of user data.[289]In 2019 the Pentagon issued guidance for military, Coast Guard and other government agencies that identified "the potential risk associated with using the TikTok app and directs appropriate action for employees to take in order to safeguard their personal information."[290] As a result, the military, Coast Guard, Transportation Security Administration, and Department of Homeland Security banned the installation and use of TikTok on government devices.[291]In 2020 The US government attempted to ban TikTok and WeChat from the States over national security concerns. However, a federal court blocked the move.[292] In 2024, the US Congress passed a law directing TikTok's parent company ByteDance to divest the service or see the service banned from operating in the US. The company sued, challenging the constitutionality of the ban.[293] The ban was upheld as constitutional.[citation needed]Main article: Problematic social media useSee also: Digital media use and mental healthThese paragraphs are an excerpt from Internet addiction disorder.[edit]Internet addiction disorder (IAD), also known as problematic internet use, or pathological internet use, is a problematic compulsive use of the internet, particularly on social media, that impairs an individual's function over a prolonged period of time. Young people are at particular risk of developing internet addiction disorder,[294] with cases demonstrating various behaviors or performance declines as they spend more time online.[295] Some experience health consequences from loss of sleep[296] as they stay up to continue scrolling, chatting, and gaming.[297]Excessive Internet use is not recognized as a disorder by the American Psychiatric Association's DSM-5 or the World Health Organization's ICD-11.[298] However, gaming disorder appears in the ICD-11.[299] Controversy around the diagnosis includes whether the disorder is a separate clinical entity, or a manifestation of underlying psychiatric disorders. Definitions are not standardized or agreed upon, complicating the development of evidence-based recommendations.Many different theoretical models have been developed and employed for many years in order to better explain predisposing factors to this disorder. Models such as the cognitive-behavioral model of pathological Internet use have been used to explain IAD for more than 20 years. Newer models, such as the Interaction of Person-Affect-Cognition-Execution model, have been developed more recently and are starting to be applied in more clinical studies.[300]In 2011 the term "Facebook addiction disorder" (FAD) emerged.[301] FAD is characterized by compulsive use of social media and narcissism, requiring "FAD was significantly related to the personality trait narcissism and to negative mental health variables (depression, anxiety, and stress symptoms)".[302][303]In 2020, the documentary The Social Dilemma, reported concerns of mental health experts and former employees of social media companies over social media's pursuit of addictive use. For example, when a user has not visited Facebook for some time, the platform varies its notifications, attempting to lure them back. It also raises concerns about the correlation between social media use and child and teen suicidality.[304] Additionally in 2020, studies have shown that there has been an increase in the prevalence of IAD since the COVID-19 pandemic.[305] Studies highlighting the possible relationship between COVID-19 and IAD have looked at how forced isolation and its associated stress may lead to higher usage levels of the Internet.[305]Turning off social media notifications may help reduce social media use.[306] For some users, changes in web browsing can be helpful in compensating for self-regulatory problems. For instance, a study involving 157 online learners on massive open online courses examined the impact of such an intervention. The study reported that providing support in self-regulation was associated with a reduction in time spent online, particularly on entertainment.[307] Research suggests that social media platforms may trigger a cycle of compulsive behavior, which reinforces addictive patterns and makes it harder for individuals to break the cycle.[308]Various lawsuits have been brought regarding social media and young people has been debated since smartphones became ubiquitous.[310] A study of Americans aged 1215, reported that teenagers who used social media more than three hours/day doubled their risk of negative mental health outcomes, including depression and anxiety.[311]Various laws have been tuned their education to the severe problem reviewing inappropriate content. A 2023 study of Australian youth reported that 36% had been disturbingly violent content, while nearly half had regular exposure to sexual images.[312] Further, youth are prone to misuse social media for cyberbullying.[313]As result, phones have been banned from some schools, and some schools in the US have blocked social media websites.[314]Intense discussions are taking place regarding the imposition of certain restrictions on children's access to social media. It is argued that using social media at a young age brings with it many problems. For example, according to a system implemented in Norway, more than half of nine-year-olds and the vast majority of 12-year-olds spend time on social media. A series of measures have been taken across Norway to prevent the risks caused by such problems. The countries that have taken concrete steps in this regard are Norway and France. Since June 2023, France has started requiring social media platforms to verify the ages of their users and to obtain parental consent for those under the age of 15. In Norway, there is a minimum age requirement of 13 to access social media. The Online Safety Law in the UK has given social media platforms until mid-2025 to strengthen their age verification systems.[315]Main articles: Internet censorship and Political repressionGovernments restricting internet access.In some countries, Internet police or secret police monitor or control citizens' use of social media. For example, in 2013 some social media was banned in Turkey after the Taksim Gezi Park protests. Both X and YouTube were temporarily suspended in the country by a court's decision. A law granted immunity to Telecommunications Directorate (TIB) personnel. The TB was also given the authority to block access to specific websites without a court order.[316] Yet TB's 2014 blocking of X was ruled by the constitutional court to violate free speech.[317]These paragraphs are an excerpt from Internet censorship in the United States.[edit]Internet censorship in the United States is the suppression of information published or viewed on the Internet in the United States. The First Amendment of the United States Constitution protects freedom of speech and expression against federal, state, and local government censorship.Free speech protections allow little government-mandated Internet content restrictions. However, the Internet is highly regulated, supported by a complex set of legally binding and privately mediated mechanisms.[318]Gambling, cyber security, and the dangers to children who frequent social media are important ongoing debates. Significant public resistance to proposed content restriction policies has prevented measures used in some other countries from taking hold in the US.[318]Many government-mandated attempts to regulate content have been barred, often after lengthy legal battles.[319] However, the government has exerted pressure indirectly. With the exception of child pornography, content restrictions tend to rely on platforms to remove/suppress content, following state encouragement or the threat of legal action.[320][318]Intellectual property protections yielded a system that predictably removes infringing materials.[318][321] The US also seizes domains and computers, at times without notification.[322][323][324][325]While the dominant social media platforms are not interoperable, open source protocols such as ActivityPub have been developed by platforms such as Mastodon, GNU social, Diaspora, and Friendica. They operate as a loose federation of mostly volunteer-operated servers, called the Fediverse. However, in 2019, Mastodon blocked Gab from connecting to it, claiming that it spread violent, right-wing extremism.[326]In December 2019, X CEO Jack Dorsey announced an "open and decentralized standard for social media". He joined Bluesky to bring it to reality.[327]See also: Twitter suspensionsThese paragraphs are an excerpt from Deplatforming.[edit]Deplatforming, also known as no-platforming, is a boycott on an individual or group by removing the platforms used to share their information or ideas.[328] The term is commonly associated with social media.As early as 2015, platforms such as Reddit began to enforce selective bans based, for example, on terms of service that prohibit "hate speech".[329] A famous example of deplatforming was Twitter's ban of then-US President Donald Trump shortly after the January 6 United States Capitol attack.[330]See also: Democratic backsliding and The Social Dilemma number of commentators and experts have argued that social media provides harmful incentives that hamper reasoned argument with sensational, emotive and controversial material that discourages a healthy discourse that obstructions democracy depend on.[331] Zack Beauchamp of Vox Media calls it an authoritarian medium because it is inextricably linked to the societal dependence on social media.[332] The Economist describes social media as vulnerable to manipulation by autocrats.[333] Informed dialogue, a shared sense of reality, mutual consent and participation can all suffer due to the business model of social media.[334] Political polarization is also one hyproduct.[335][336][337] This can have implications for the likelihood of political violence.[338][214] Siva Vaidhyanathan argues for a range of solutions including privacy protections and enforcing anti-trust laws.[201] Andrew Leonard describes Pol.is as one possible solution to the divisiveness of traditional discourse on social media that has damaged democracies, citing the use of its algorithm to instead prioritize finding consensus.[339][340]Main article: Terrorism and social mediaAccording to LikeWar: The Weaponization of Social Media,[341] the use of effective social media marketing techniques includes not only celebrities, corporations, and governments, but also extremist groups.[342] The use of social media by Al-Qaeda has been used to influence public opinion where terrorists arrive with the attention of sympathizers. Social media platforms and encrypted-messaging applications have been used to recruit members, both socially and internationally.[343] Platforms have evolved backlash for allowing this content. Extreme nationalist groups and more prominently, US right-wing extremists have used similar online tactics. As many traditional social media platforms have banned hate speech, several platforms became popular among right-wing extremists to carry out planning and communication including of events; these application became known as "Alt-tech". Platforms such as Telegram, Parler, and Gab were used during the January 6 United States Capitol attack, to coordinate attacks.[344] Members shared tips on how to avoid law enforcement and their plans on carrying out their objectives; some users called for killing law enforcement officers and politicians.[345]Further information: Death and the InternetSocial media content persists unless the user deletes it. After a user dies, unless the platform is notified, the content remains.[346] Each platform has created guidelines for this situation.[347] In most cases on social media, the platforms require a next-of-kin to prove that the user is deceased, and give them the option of closing the account or maintaining it as a "legacy".[347]PlatformGuidelineX[348]The company requires with an immediate family member to deactivate the account. Additionally, X will give the next of kin the option of having their information deleted.Instagram[349]Users can have the account memorialized or deleted with proof of death.LinkedIn[350]A family member can request that the account be deleted. The family member must supply the account, submit proof of relationship, the user's email address, date of death, a link to the obituary, and the name of the last company the deceased worked for.PinterestMust email the company with the URL of the account along with a death certificate or a link of relationship to the deceased.YouTube[351]A representative can close the account, transfer payments from the account to an immediate family member and legal representative of the user's estate, and can provide the data in the account to a family member. All three capabilities require the requestor's government-issued ID or driver's license, the decedent's death certificate, and additional supporting documentation.WeChatThe heir must supply the user's death certificate,

authentication of family relationship. The successor can then obtain that content produced by private citizens who are not professional journalists.Connectivism Theory of learning in a digital ageConnectivity (media) Connections forged through social mediaContent aggregator Client software that aggregates syndicated web content such as online videos, blogs, podcasts, and news headlines in one locationData security Protecting digital data such as those in a database from destructive forces and from the unwanted actions of unauthorized usersDigital Process of not using digital devicesList of social bookmarking websitesMetcalfe's law A communication network in terms of its connectionsNetworked learning process of developing and maintaining connections with people and informationPages displaying wikidata descriptions as a fallbackNew Communication technologyParticipatory media Communication media where the audience can play an active rolePsychological effects of Internet useSocial influence bias Herd behaviors in online social mediaSocial media and psychology Interaction between social media and psychologySocial media metrics Parameters to measure the effect of social media marketing in social platforms that facilitate the building of relationsThe medium is the message Communication theory phrase" a b Kietzmann, Jan H.; Hermkens, Kristopher (2011). 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