

Different Aspects of Social Media



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01.

Online Marketing

By: Muhammad Jawad



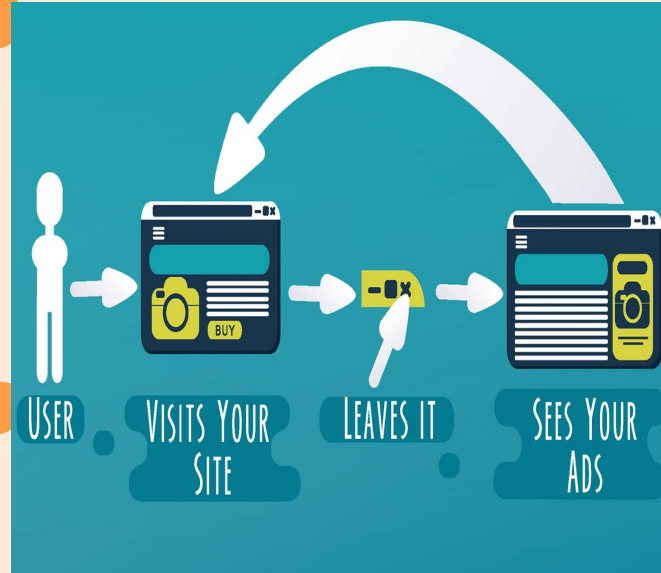
What makes Online Marketing effective?

Potential

Today's markets are dominated by Enterprises and large business seeking to establish dominance in the market. Consequently, competition has inflated and technology has open new gateways for advertisement further increasing competition.

Advantages

Online advertising allows marketers to get close to a certain audience and keep them there along with a greater level of flexibility that optimizes their chances of success.



Flexibility

Online marketing offers a higher level of flexibility, allowing campaigns to be tweaked to test new markets, analyze new programs, and make adjustments that are more tailored to a given market.

Efficiency


The forms of internet marketing that a company performs will be determined by the company's business strategy, goods, target clients, and budget.



02.

Ways Social media can save lives

By: Fatima Alnadawi



How can social media save lives?



Tools on apps

Specific tools on apps are made when users see something harmful happen to someone or when a user's sees someone having harmful thoughts



The Report and Flag tool are used by users, They click on either of these buttons and it will be reported. Authorities may get involved if the case is bad, many lives have been saved due to these tools.

Special sites

There are sites that have created a positive community for those who don't have anyone that supports or helps them



A Site called [Patients Like Me](#) is a site that connects patients, with the same disease, illness so they will have someone to connect with and someone that understands them. It also helps families of patients by supporting them or donating to them to help them pay medications.



03.

Dangerous Users

By: Hasenaat Shamel



Dangerous Users on Social Media



Groomers

- Adults sexually speaking with a younger audience.
- Estimate of 500,000 groomers active per day.



Scammers

- People take advantage of others in order to get what they want such as money.
- 1/10 of adults will fall victim to a scammer.




Cyber Bullies

- Insecure users online pushing around other users.
- 37% of kids 12-17 have been cyber bullied.

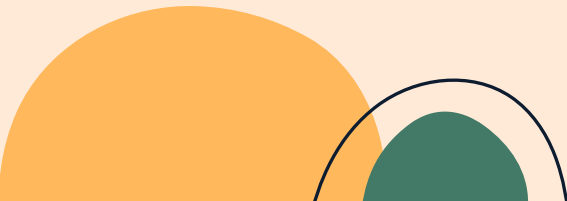


04.

Negative side effects of social media



By: Khadija Ali



What can you do to protect yourself from the negative influence of social

Things to do to protect yourself on Social Media

Don't accept random stranger requests. Tell your parent or guardian if you ever been targeted in cyberbullying. Be careful for what you post on social media cause there is people watching. Post positive thing instead of negative because you may influence someone if you post negative things Never share personal information cause you could put yourself in danger and your loved ones.

